AUGUST 28, 1944

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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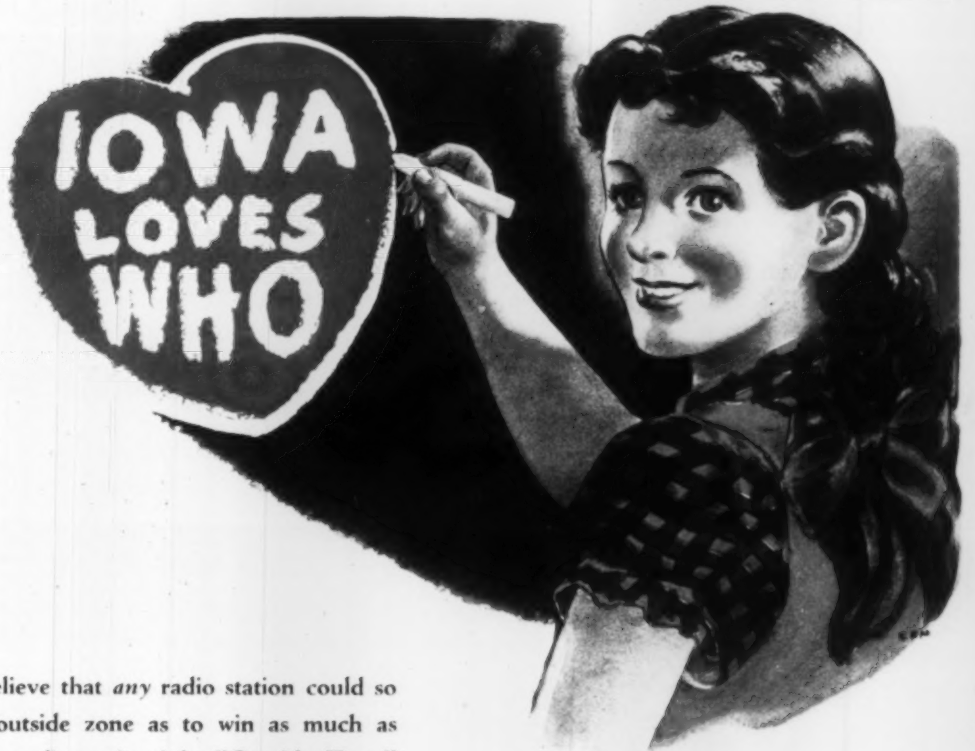


Would you believe that *any* radio station could so dominate its outside zone as to win as much as 66.9% of the audience in eight "Outside Zone" cities ranging from 30 to 115 airline miles away?

That's what WHO does! From 8 a.m. to 6 p.m. (Monday through Friday) the figure is 60.0%. From 6 to 10 p.m. (Sunday through Saturday) it's 66.9%! And those figures aren't "blue sky"—they're from an actual Hooper Survey!

Space on this front cover doesn't permit tabulation of the details. But either we or Free & Peters would be glad to show you the full report. You'll be *missing something* if you don't see it. Write or telephone for the proof that "Iowa loves WHO"!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

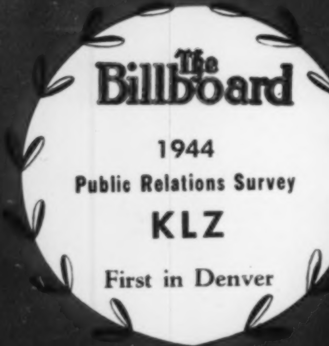
NAB WAR CONFERENCE NUMBER

4 SIGNIFICANT Awards

RECEIVED BY KLZ DURING THE FIRST 7 MONTHS OF 1944

• We've been busy here at KLZ . . . busy with business . . . busy with all the familiar wartime operational problems . . . busy with questionnaires and reports . . . busy . . . busy. Yet, not too busy to fulfill our obligation as a public servant . . . not too busy to continue creating good programs of local flavor and interest . . . not too busy to keep promoting KLZ programs among Rocky Mountain listeners . . . not too busy to attend to our public relations in this area . . . not too busy to continue making friends and influencing people.

It is satisfying and encouraging, therefore, that four times in recent months impressive recognition has rewarded our efforts in these fields. It is indicative, too, of the kind of station KLZ is, and the job it is doing for advertisers as well as for listeners.



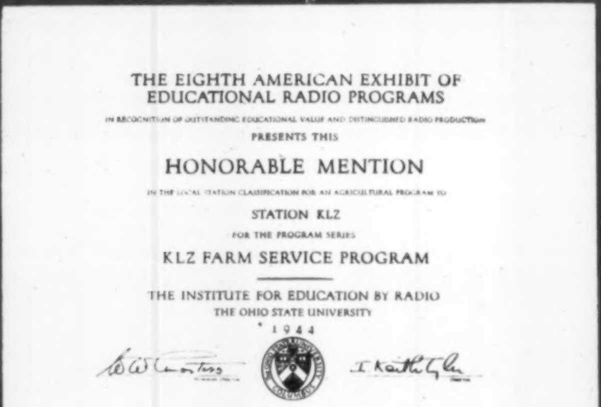
The Billboard

1944

Public Relations Survey

KLZ

First in Denver



THE EIGHTH AMERICAN EXHIBIT OF
EDUCATIONAL RADIO PROGRAMS

IN RECOGNITION OF OUTSTANDING EDUCATIONAL VALUE AND DISTINGUISHED RADIO PRODUCTION

PRESENTS THIS

HONORABLE MENTION

IN THE LOCAL STATION CLASSIFICATION FOR AN AGRICULTURAL PROGRAM TO

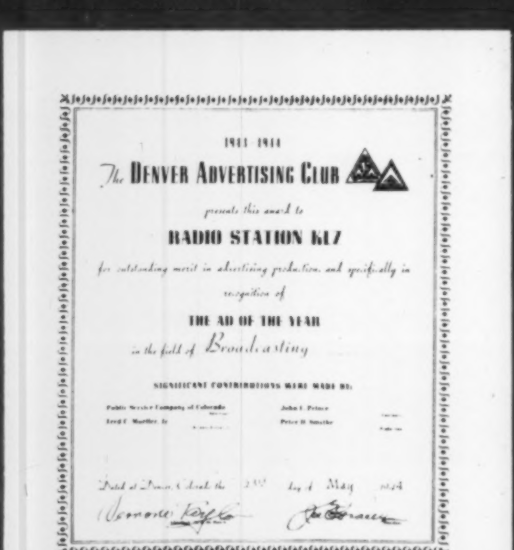
STATION KLZ

FOR THE PROGRAM SERIES

KLZ FARM SERVICE PROGRAM

THE INSTITUTE FOR EDUCATION BY RADIO
THE OHIO STATE UNIVERSITY
1944

I. Keith Tyler



1943-1944

The DENVER ADVERTISING CLUB

presents this award to

RADIO STATION KLZ

for outstanding merit in advertising production, and specifically in recognition of

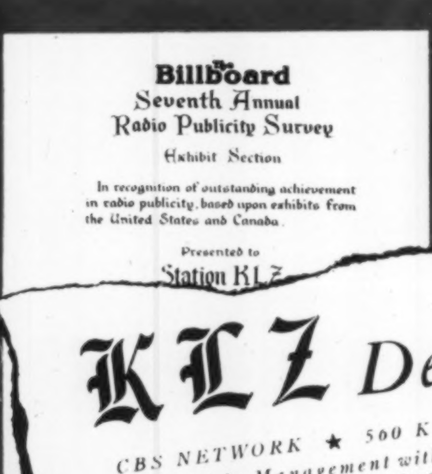
THE AD OF THE YEAR

in the field of Broadcasting

SIGNIFICANT CONTRIBUTIONS WERE MADE BY:

Public Service Company of Colorado

Dated at Denver, Colorado the 23rd day of May 1944



The Billboard

Seventh Annual
Radio Publicity Survey

Exhibit Section

In recognition of outstanding achievement in radio publicity, based upon exhibits from the United States and Canada.

Presented to

Station KLZ

KLZ *Denver*

CBS NETWORK ★ 560 KILOCYCLES

Affiliated in Management with the Oklahoma Publishing Co., and WKY, Oklahoma City

REPRESENTED BY THE KATZ AGENCY

STATIONS FLOCKING TO "TELLO-TEST", RADIO'S MOST SENSATIONAL LOCAL SHOW!

Program's Freedom from Lottery Angle, High Hooper Rating and Big Results for Sponsor Stimulate Terrific Station Response

RECENT ANNOUNCEMENT that "Tello-Test" was for sale to one station in each market has brought a flood of requests from broadcasters all over the country. During the first week, over 150 stations wired or wrote Schwimmer & Scott, many urgently asking for options pending sale to a local sponsor. Many inquiries were expected, but response has been far beyond our highest expectations. Quick action is urged if you want to secure exclusive rights to this remarkably successful program.

Here is a resumé of "Tello-Test" facts for those who missed our first advertisement:

"TELLO-TEST" is a telephone quiz money give-away program with a unique formula that insures tremendous audience appeal without lottery headache for the station.

Originated and produced by Schwimmer & Scott for their client, the Hirsch Clothing Company, operators of a chain of neighborhood stores, "TELLO-TEST" went on the air for the first time last November.

Phenomenal Listener Interest

The program proved a smashing success almost overnight—not only in audience appeal but in sales results for the sponsor.

Its rating has been climbing steadily ever since. A three months' average, just completed, gives the program an amazing 10.3 Hooper! This, mind you, for a local program facing stiff competition from three other major stations—two of them with excellent network shows.

Here's the breakdown:

Comparative Hooper Ratings— Chicago—6:15-6:30 P. M.

WGN—HIRSCH *TELLO-TEST* (MBS Local) . . .	10.3*
WMAQ—NEWS OF THE WORLD (NBC COM.) .	4.7
WBBM—NESBITT PASSING PARADE (CBS COM.)	4.5
WENR—HAPPY JACK TURNER (BN Local) . .	1.4

**24.8% of all radio sets are in use at this time. Based on this figure, the program has 41.5% of all listeners tuned in at 6:15.*

Unlike Any Other Money Give-Away Program Idea

Basically, "TELLO-TEST" seems like all the old sure-fire money give-away telephone quiz programs. But don't confuse it with any other program of this type. It is absolutely *original, unique, different!* The idea may be the same. But the *method* makes the BIG DIFFERENCE!

"TELLO-TEST" differs from all others in three important respects:

1. Nobody has to listen in order to qualify for a prize. No consideration is involved. That makes it entirely a *contest of skill.* Therefore . . .

2. The lottery angle is eliminated.

3. A smart "gimmick," deftly planted in the program, impels the audience to tune in even though listening is not necessary or required. What this is, how it operates and other confidential production details will be revealed only to interested prospective purchasers.

Most programs of this type offer little of interest aside from the lure of the money give-away. At last here is one so smartly produced, so packed with showmanship, so interesting *as a quiz alone,* that thousands listen to it for *entertainment.* Proof of this is the flood of letters received from outside of Chicago where no one can hope to win a prize because telephone calls are not made there.

A Package of Sales Dynamite for Sponsor!

The Hirsch Clothing Company has long been one of Chicago's leading local radio advertisers. But nothing they have ever sponsored approaches "TELLO-TEST" in results.

The selling impact of this program is so immediate, so terrific, that Hirsch seldom dare advertise their usual special sales events over the air. Almost every such announcement has resulted in long lines waiting to get into the stores; entire stocks have been cleaned out before noon. The power of the program to bring people from all over the city and suburbs flocking to the three Hirsch neighborhood stores is something that has to be seen to be believed!

Act Fast if You Want "Tello-Test" for Your Station!

What it has done in Chicago—as a station listenership booster, as a powerful sales producer for the sponsor—can easily be duplicated in your market.

The "TELLO-TEST" program, with all rights fully protected, is owned by Schwimmer & Scott. It is for sale to one station in each market throughout the United States on an exclusive franchise basis.

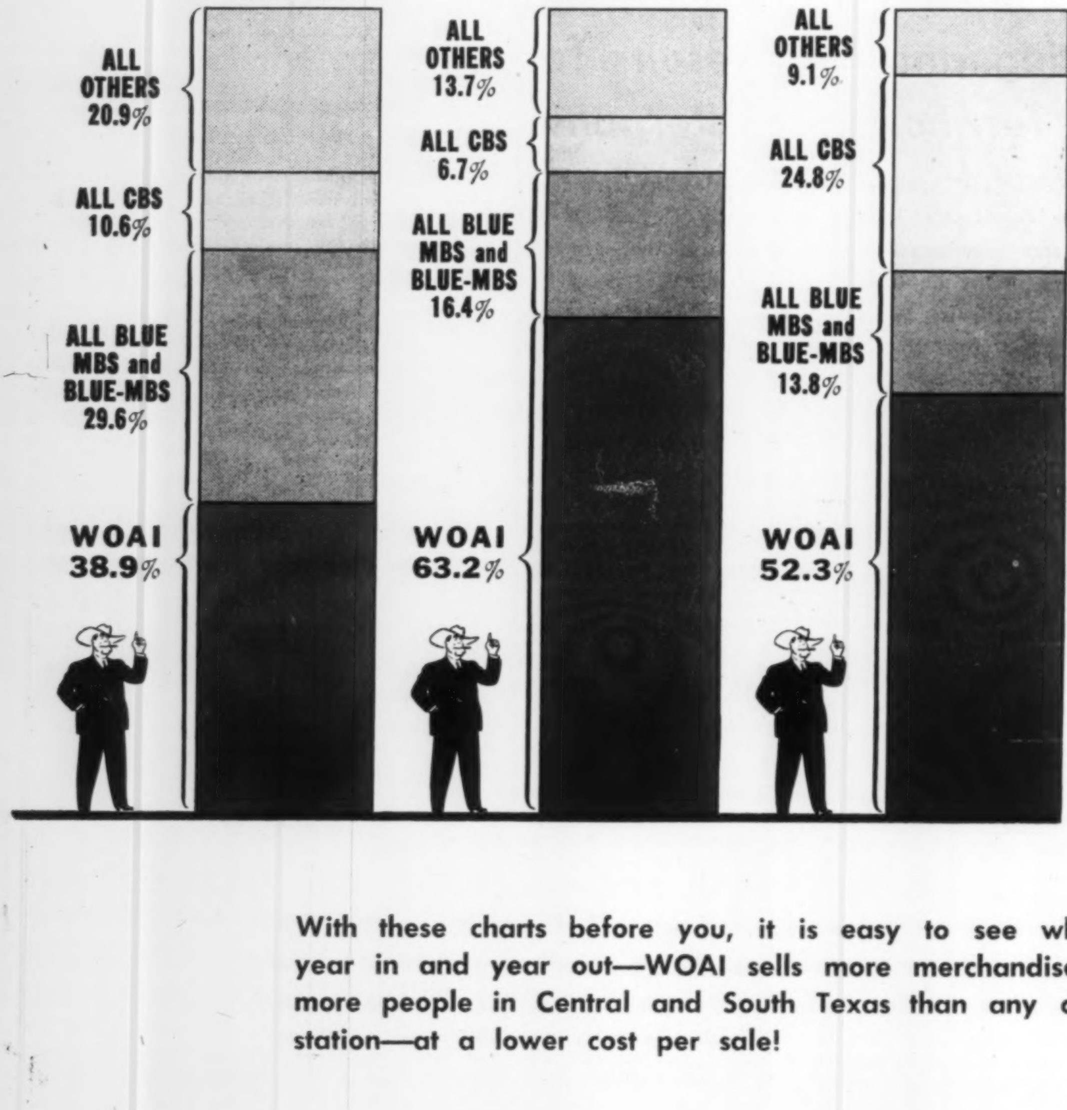
With the program rights go complete production instructions, the benefit of Schwimmer & Scott's experience and all other assistance necessary to insure resale to a local sponsor and immediate success on your station.

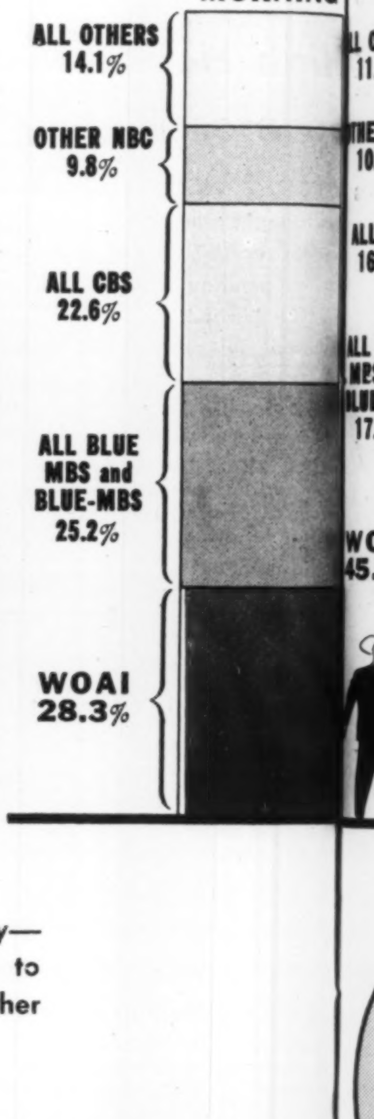
For Price and Further Details, Including a Sample Recording of an Actual Broadcast, Wire or Write—(Don't Phone)

SCHWIMMER & SCOTT
Advertising Agency
75 East Wacker Drive · Chicago

Dominant

SAN ANTONIO





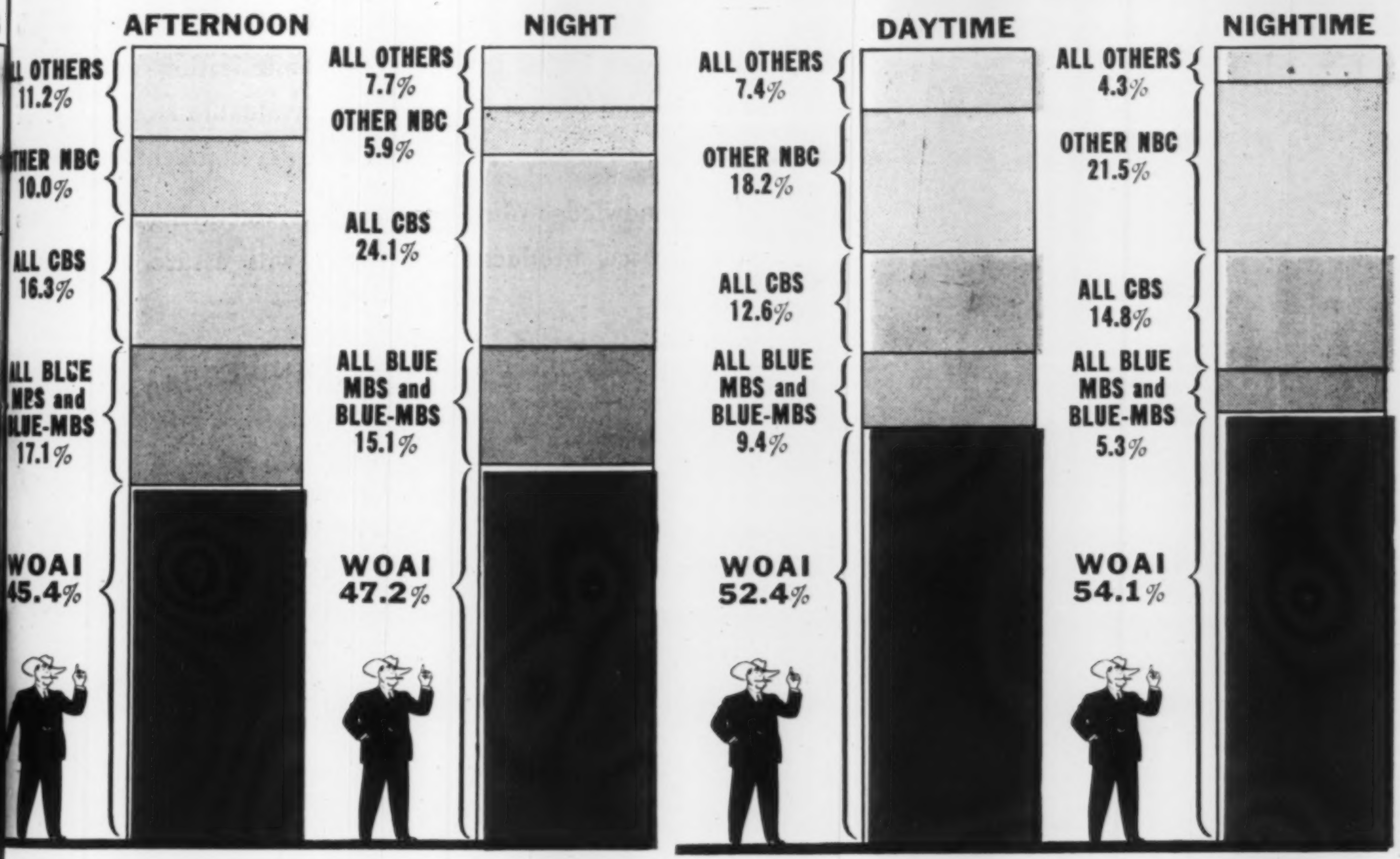
With these charts before you, it is easy to see why—year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

"THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST"

IN CENTRAL AND SOUTH TEXAS

WOAI's enviable position in its market is graphically portrayed by the three sets of charts below. Percentages for San Antonio (left) and for San Antonio and eight other cities within a radius of 154 miles (center) are from the C. E. Hooper survey—Spring, 1944. Percentages for the rural field (right) were compiled from a postcard-questionnaire survey covering 78 counties, which was conducted by Ernst & Ernst—Spring, 1944.

URBAN CENTERS *RURAL FIELD*

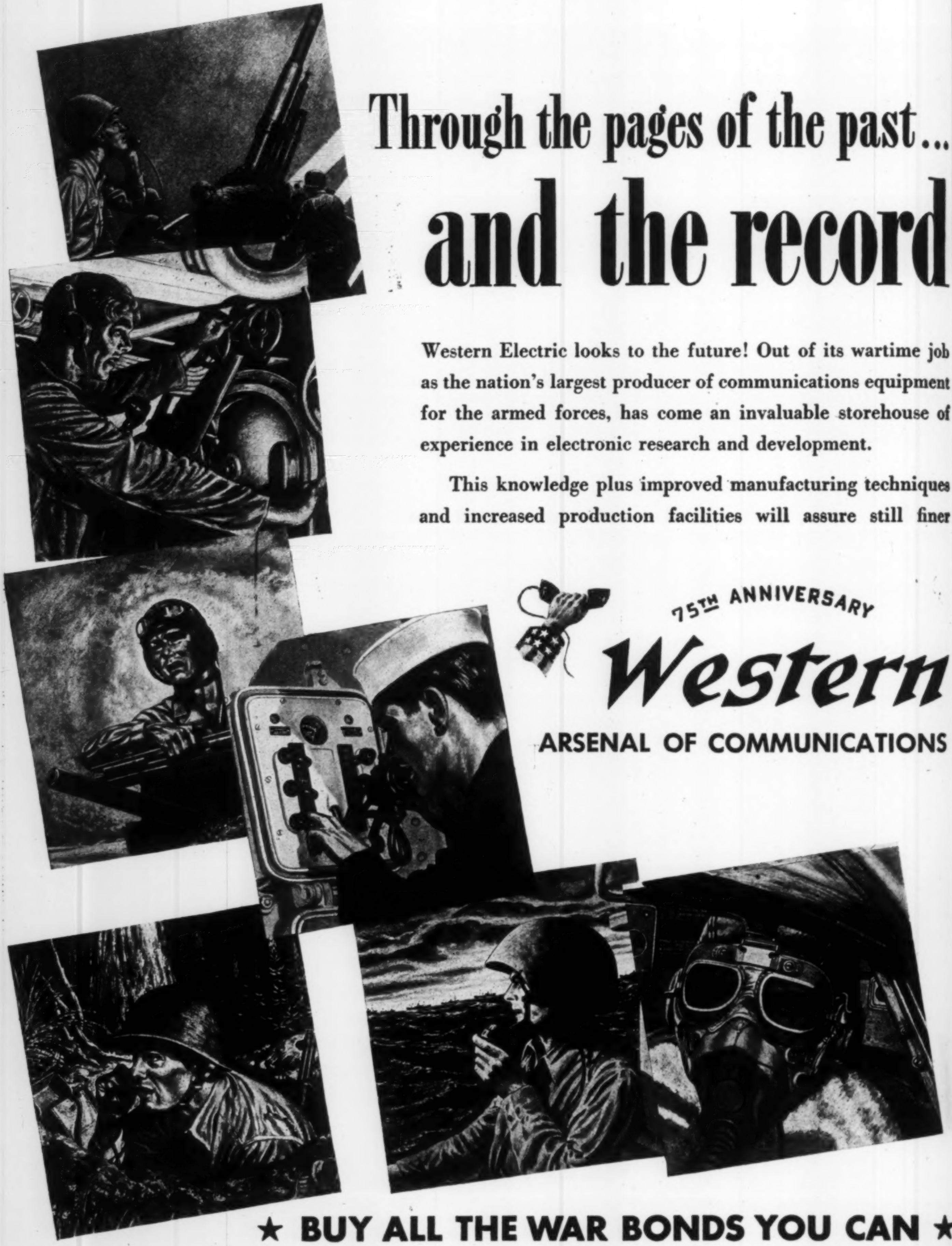


WOAI

**50,000 WATTS
CLEAR CHANNEL**

NBC-TQN *San Antonio*

Represented Nationally by EDWARD PETRY & COMPANY



Through the pages of the past...

and the record

Western Electric looks to the future! Out of its wartime job as the nation's largest producer of communications equipment for the armed forces, has come an invaluable storehouse of experience in electronic research and development.

This knowledge plus improved manufacturing techniques and increased production facilities will assure still finer

75TH ANNIVERSARY

Western

ARSENAL OF COMMUNICATIONS

★ BUY ALL THE WAR BONDS YOU CAN ★

# of the present

apparatus for *your* use in the broadcasting field tomorrow.

Full application of our new knowledge to peacetime products will take time. However, in the orderly, post-war progress that lies ahead, count on Bell Laboratories development and Western Electric manufacture to continue to lead the way!

Electric

EQUIPMENT

★ KEEP ALL THE WAR BONDS YOU BUY ★

ADVANCE REGISTRATION FOR NAB WAR CONFERENCE

Registrations at Palmer House unless otherwise specified.

A

Adams, Ernest, WHIO Dayton.
Adams, Mort, Keystone Broadcasting System.
Alburty, Mr. & Mrs. E. A., WHBQ Memphis.
Alexander, John, KODY North Platte, Neb.
Allman, Frederick L., WSVA Harrisonburg, Va.
Arney Jr., Mr. & Mrs. C. E., NAB.
Aschenhurst, John, Edward Petry & Co.
Ashby, A. L., NBC New York.
Atteberry, Ellis, KCKN Kansas City, Kan.

B

Backer, Lyle, Fed. Tel. & Radio Corp., Newark.
Bailey, Bill, BROADCASTING, Washington.
Balch, Owen H., KSAL Salina, Kan.
Baldwin, John M., KDYL Salt Lake City.
Ballard, John G., WLAP Lexington.
Baltimore, A. C., WBRE Wilkes-Barre, Pa.
Bannerman, Glenn, Canadian Assn. of Broadcasters, Toronto.
Barbe, Charles, SESAC, New York.
Barnes, John L., WGAC Augusta, Ga.
Barnes, Wade, NBC Radio Recording Div., New York.
Barrere, Claude, NBC Radio Recording Div., New York.
Bartley, Robert T., NAB.
Bateman, Ralph, Katz Agency, Detroit.
Beaver, C. K., KARK Little Rock.
Beavers, Wally, WCOL Columbus, O.
Becker, Mrs. Aurelia S., WTBO Cumberland, Md.
Beier, Leroy W., Presto Recording Corp., Chicago.
Bell, John C., WBRC Birmingham.
Bennett, Andrew W., WWPG Palm Beach.
Berk, Mr. & Mrs. Bernard, WAKR Akron.
Berr, Edwin, WHB Kansas City.
Bill, Mr. & and Mrs. Edgar L., WMBD Peoria.
Binne, F. D., WLAC Nashville.
Bishop, Frank, KFEL Denver.
Blair, John P., John Blair & Co., Chicago.
Blink, Milton, Standard Radio, Chicago.
Bochman, W. C., WCOS Columbia, S. C.
Bockhoven, L. F., Western Elec.
Boice Jr., Hugh K., WMBD Peoria.
Bolling, George W., John Blair & Co., New York.
Bondurant, Hale, WHO Des Moines.
Born, H. H., WHBL Sheboygan, Wis.
Borton, Mr. & Mrs. F. W., WQAM Miami.
Bowie, G. D., WLAP Lexington.
Bowles, R. L., WGKV Charleston, W. Va.
Brackett, Quincy A., WSPR Springfield, Mass.
Bradham, Mr. & Mrs. Robert E., WTMA Charleston, S. C.
Brazeal, R. W., KFPY Spokane.
Brett, George, Katz Agency, New York.
Broderick, Mrs. Gertrude G., Fed. Radio Educ. Committee, Washington.
Brown Jr., Foster H., KFRU Columbia, Mo.
Brown, Thomas L., WHDL Allegany, N. Y.
Brown, Kenyon, KOMA Oklahoma City.
Bruce, Charles, WSOY Decatur, Ill.
Brunton, Ralph R., KQW San Jose, Cal.
Buckley, Richard, John Blair & Co.
Buford, Paschal, KHBG Okmulgee, Okla.
Bullan, Reed, KVNU Logan, Utah.
Burbach, Mr. & Mrs. George M., KSD St. Louis.
Burke, Charles, WJR Detroit.
Burke, Frank, *Radio Daily*, New York.
Burton, Mr. & Mrs. Don, WLBC Muncie, Ind.
Burwell, Joseph C., WMBS Uniontown, Pa.

C

Cagle, Gene L., KFJZ Fort Worth.
Caldwell, R. W., Graybar Elec. Co., Kansas City.
Camp, Harry, WGAR Cleveland.
Campbell, Don. D., WBRC Birmingham.
Campbell, Martin, WFAA-KGKO Dallas-Fort Worth.
Cannan, Mrs. Charles C., WOW Omaha.
Cannan, Luella Ruth, WOW Omaha.
Carlson, Leonard T., WKBB Dubuque.
Carpenter, David, WKNE Keene, N. H.
Carpenter, H. K., WHK Cleveland.
Carpenter, Mr. & Mrs. James D., WKBB Dubuque.
Carpenter, Ollie L., WPTF Raleigh, N. C.
Carr, Eugene, KMPC Hollywood.
Carrigan, Joe B., KWFT Wichita Falls, Tex.
Carter, Hervey, WMUR Manchester, N. H.
Carter, N. L., WSMB New Orleans.
Case, E. M., WRAK Williamsport, Pa.
Cashman, L. P., WQBC Vicksburg, Miss.
Cate, Mr. & Mrs. William H. & daughter, KBTM Jonesboro, Ark.
Chafey, Mr. & Mrs. Clifford N., WEEU Reading, Pa.
Chamberlin, Paul R., GE, Schenectady.
Chapean, Ted, WJHP Jacksonville, Fla.
Chilton, Ruth, WCAU Philadelphia.
Clark, Plez, KFH Wichita.
Clayton, Donn, KSJB Jamestown, N. D.
Clifford, Marie E., WHFC Cicero, Ill.
Clipp, Roger W., WFIL Philadelphia.
Clough, Reginald, *Tide*, New York.
Cobb, W. E., WMAZ Macon, Ga.
Coffman, L. Dale, WGY Schenectady.
Cohen, I. T., ASCAP, Atlanta.
Cole, Herbert, Fed. Tel. & Radio Corp., Newark.
Coleman, George D., WGBI Scranton.
Collins, Sam, WCED DuBois, Pa.
Cook, Nathan W., WIBX Utica.
Coon, Richard B., WKIP Poughkeepsie, N. Y.
Cote, Emile, Lang-Worth Transcriptions, New York.
Cottington, C. H., Erwin, Wasey & Co., New York.
Craig, Edwin W., WSM Nashville.
Craig, W. F., WLBC Muncie, Ind.
Crandall, Mark, KFEL Denver.
Cranston, George, WBAP-KGKO Dallas-Fort Worth.
Crecelius, Mr. & Mrs. Guy., WGBF Evansville, Ind.
Crew, S. E., WCBT Roanoke Rapids, N. C.
Cribb, Wayne W., KHMO Hannibal, Mo.
Croft, John M., WJPA Washington, Pa.
Crowther, Frank, WMAZ, Macon, Ga.
Culmer, Claude C. J., SESAC, New York.
Cushing, George, WJR Detroit.

D

Dahl, Mr. & Mrs. Howard, WKBH La-Crosse, Wis.
Daniel, Harben, WSAV Savannah.
Davenport, J. A., WATL Atlanta.
David, W. R., GE, Schenectady.
Davis, Donald D., WHB Kansas City.
Davis, Mr. & Mrs. John M. and daughter, NAB.
Dean, Lorraine, *Advertiser*, Cincinnati.
Decker, R. R., GE, Schenectady.
Denny, Mr. & Mrs. Herbert, Standard Radio, Dallas.
DePue, George, World Broadcasting System, New York.
Dettman, Robert, KDAL Duluth.
Devine, Ottis, WSM Nashville.
Dirks, Dietrich, KTRI Sioux City.
Dobyns, Merwin, KGER Long Beach, Cal.
Doheny, C. W., Standard Rate & Data, Chicago.
Doran, Dorothy, WAKR Akron.
Dorrell, W. Ward, C. E. Hooper Inc., New York.
Dorman, Wm. K., WJHP Jacksonville, WCOA Pensacola.
Drake, Melvin, KFOR Lincoln, Neb.
Dunbar, Willis, WKZO Kalamazoo.
Duvall, T. W., KGBX Springfield, Mo.

E

Eddy, Maxine, KGFF Shawnee, Okla.
Edholm, W. O., KOIL Omaha.
Egner, Lloyd, NBC Radio Recording Div. New York.
Egolf, Willard, NAB.
Ekrem, T. C., KVOD Denver.
Elias, Don S., WWNC Asheville, N. C.
Elmer, John, WCBM Baltimore.
Elvin, Ralph G., WSPD Toledo.
Elwood, John, KPO, San Francisco.
Enns, Ted, KRNT Des Moines, WNAX Yankton, S. D.
Esau, John, KTUL Tulsa.
Etherton, James, WCBI Columbus, Miss.
Evans, C. Arthur, Canadian Assn. of Broadcasters, Toronto.
Evans, Haydn R., WHBY Green Bay, Wis.
Everson, Carl M., WHKC Columbus, O.

F

Fair, Harold, WHO Des Moines.
Fantle, Mr. & Mrs. Sam, KSOO Sioux Falls, S. D.
Fay, William, WHAM Rochester, N. Y.
Feltis, Mr. & Mrs. Hugh M., KFAB Lincoln, Neb.
Fetzer, John E., WKZO Kalamazoo.
Fifer, C. Arthur, WTAD Quincy, Ill.
Fishman, Milton, Transradio-Press, New York.
Fitzpatrick, Leo, WJR Detroit.
Fitzsimonds, F. E., KFYR Bismarck, N. D.
Flanigan, E. Y., WSPD Toledo.
Fontelieu, T. J., WSMB New Orleans.
Foster, Ralph D., KWTO Springfield, Mo.
Fox, S. S., KDYL Salt Lake City.
Frazier, Howard, NAB.
Friedenthal, Andrew, WJR Detroit.
Fritschel, E. H., GE, Schenectady.
Fuller, Mrs. Mildred, KFXJ Grand Junction, Colo.
Fulton, John, WGST Atlanta.
Fuqua, J. B., WGAC Augusta, Ga.

G

Gaines, James, NBC New York.
Gaither, Frank, WGST Atlanta.
Gallagher, J. L., WHBY Green Bay, Wis.
Garber, Milton B., KCRC Enid, Okla.
Gaul, Mr. & Mrs. Raymond A., WRAW Reading, Pa.
Gaynor, Sims, Transradio-Press, New York.
Gentling, David G., KROC Rochester, Minn.
Gentling, Mrs. G. P., KROC Rochester, Minn.
George, Carl, WGAR Cleveland.
Gerbel Jr., Arthur, KJR Seattle.
Gilchrest, Marjorie L., Treasury Dept., Boston.
Giles, Ted, WMBD Peoria.
Given, Mr. & Mrs. Ken, WLBJ Bowling Green, Ky.
Glasgow, Lee, KABC San Antonio.
Gleeson, W. L., KPRO Riverside, Cal.
Goan, W. H., WAYS Charlotte, N. C.
Godwin, Charles, MBS New York.
Gordon, Mr. & Mrs. James, WNOE New Orleans.
Gough, E. J., SESAC, New York.
Graham, Walter, WMAZ Macon, Ga.
Grant, Mr. & Mrs. Douglas B., WMT Cedar Rapids, Ia.
Gray, Gordon, KOIL Omaha.
Green, Abel, *Variety*, New York.
Green, Ken, NBC New York.
Gregory, Sherman D., Schenley Distillers Corp.
Grimes, Mr. & Mrs. Harold, KOME Tulsa.
Grubb, Gayle V., WKY Oklahoma City.
Gunst, Gerald, Katz Agency, Chicago.
Guyer, R. Sanford, WBTM Danville, Va.

H

Haas, Frank, Erwin, Wasey & Co., New York.
Hackathorn, K. K., WHK Cleveland.
Hagenah, Gus, Standard Radio, Chicago.
Hager, Kolin, WGY Schenectady.
Hagman, C. T., WTCN Minneapolis.
Hahn, George, KSOO Sioux Falls, S. D.
Haid, Allen, WHIZ Zanesville, O.
Hallett, A. W., Graybar Elec. Co., Cincinnati.
Hammond, Charles, NBC New York.
Hanna, Michael R., WHCU Ithaca, N. Y.
Hanson, Elmer, KDAL Duluth.
Harris, H. H., Graybar Elec. Co., St. Louis.
Harris, Lt. Col. Jack W., War Dept., Washington.
Harris, Wiley P., WJDX Jackson, Miss.
Hart, John P., WLAP Lexington.
Hartley, Arnold, WCOP Boston.
Harvey, Hardy, KABC San Antonio, KNOW Austin, Tex.
Hathaway, Mrs. M. O., NAB.
Havens, Wilbur, WMBG Richmond, Va.
Haverlin, Carl, MBS New York.
Hayek, E. L., KATE Albert Lea, Minn.
Hayford, Beecher, WJHP Jacksonville, Fla.
Hecker, Con, KVOD Denver.
Hedges, William S., NBC New York.
Heinecke, Paul, SESAC, New York.
Henkin, Ruth, KSOO Sioux Falls, S. D.
Henkin, Joseph, KSOO Sioux Falls, S. D.
Henkin, Mr. & Mrs. Morton, KSOO Sioux Falls, S. D.
Herdti, L. A., KVNU Logan, Utah, KID Idaho Falls, Ida.
Herman, A. W., WBAP-KGKO Fort Worth.
Herrin, Weldon, WRBL Columbus, Ga.
Heslop, Stanley N., WNBF Binghamton, N. Y.
Heyer, Clair, Armour's Livestock Bur., Chicago.
Hickox, Sheldon, NBC New York.
Hill, Edward E., WTAG Worcester, Mass.
Hinkle, Mr. & Mrs. Felix, WHBC Canton, O.
Hirsch, Oscar C., KFVS Cape Girardeau, Mo.
Hoffman, Philip, KRNT Des Moines, WNAX Yankton, S. D.
Hollingsworth, Raymond, KGNC, Amarillo, Tex.
Hollister, Herb, KANS Wichita.
Holt, Thad, WAPI Birmingham.
Hooper, C. E., C. E. Hooper Inc., New York.
Hough, Harold, WBAP-KGKO Dallas-Fort Worth
Howell, Rex G., KFXJ Grand Junction, Colo.
Hunt, William, *Variety*, Chicago.
Hyatt, F. Marion, WJHO Opelika, Ala.

I

Irvin, Bill, *Radio Daily*, Chicago.

J

Jackson, A. H., Blaw-Knox Co.
Jackson, George M., WBOW Terre Haute, Ind.
Jackson, Lowell, Katz Agency, Chicago.
Jadassohn, K. A., SESAC, New York.
Jarman, J. Frank, WDNC Durham, N. C.
Jaspert, George H., WLAW Lawrence, Mass.
Jayne, Dan E., WELL Battle Creek.
Jeffrey John Carl, WKMO Kokomo, Ind.
Johnson, Mr. & Mrs. Albert, KOY Phoenix, Ariz.
Johnson, Jay A., WTAX Springfield, Ill.
Johnson, Leslie C., WHBF Rock Island, Ill.
Johnson, Walter C., WTIC Hartford, Conn.
Johnston, George, SESAC, New York.
Jones, B. N., WBAP-KGKO Fort Worth.
Jones, Frank, WCOL Columbus, O.
Jones, Mr. & Mrs. Hugh O., WGCM Gulfport, Miss.
Jones, Richard E., CKLW Detroit-Windsor.
Jonker, W. E., Western Elec.
Jordan, C. B., KFJZ-WRR Fort Worth-Dallas.
Joy, George E., WRAK Williamsport, Pa.

K

Kane, Harold P., WJTN Jamestown, N. Y.
Kaye, Sydney M., BMI New York.
Katz, Eugene, Katz Agency, New York.
Keith, Maxine, Caples Co., Chicago.
Kellam, Mr. & Mrs. K. K., KTHS Hot Springs, Ark.
Kelley Jr., George F., WCSH Portland, Me.
Kelly, Jack, WCOL Columbus, O.
Kenkel, Fred H., C. E. Hooper Inc., New York.
Kennon, Leslie L., KWTO Springfield, Mo.
Kesler, Frank E., WDBJ Roanoke, Va.
Kettler, Stanton P., WMMN Fairmont, W. Va.
Kiggins, Keith, Blue Network, New York.
King, Gerry, Standard Radio, Hollywood.
King, Mr. & Mrs. Frank M., WMBR Jacksonville, Fla.
Kirsch, Marvin, *Radio Daily*, New York.
Knodel, J. W., Free & Peters.
Koenig, Albert A., KFOR Lincoln, Neb.
Krelstein, Harold R., WMPS Memphis.
Kroen, Edward J., WKPA New Kensington, Pa.
Krueger, Herbert L., WTAG Worcester, Mass.

L

Lackey, F. E., WPAD Paducah, Ky.
Lackey, P. E., WPAD Paducah, Ky.
Lacy, C. A., WJDX Jackson, Miss.
Lafount, Harold A., WCOP Boston.
Laird, Ben A., WOSH Oshkosh, Wis.
La Marque, J. W., Graybar Elec. Co., New York.
Lancaster, W. Emery, WTAD Quincy, Ill.
Landis, De Witt, KFYO Lubbock, Tex.
Lane, Tom, Treasury Dept., Washington.
Lanford, Mr. & Mrs. T. B., KRMD Shreveport, La.
Langlois, C. O., Lang-Worth Transcriptions, New York.
Laub, H. F., KID Idaho Falls, Ida.
Laubengayer, R. J., KSAL Salina, Kan.
Laux, John J., WJPA Washington, Pa.
Lawrence, Craig, KRNT Des Moines, WNAX Yankton, S. D.
LeGate, James M., WIOD Miami.
Leich, Clarence, WGBF Evansville, Ind.
LeMasurier, Dalton, KDAL, Duluth.
Levy, Jack, BROADCASTING, Washington.
Lewis, C. M., RCA Victor Div, RCA, Camden, N. J.
Lewis, Mrs. Dorothy, NAB.
Linder, Harry W., KWLM Willmar, Minn.
Lindsay, Edward, WSOY Decatur, Ill.
Lindsey, Lou, KCRC Enid, Okla.
Lindsley, R. K., KFBI Wichita.

(*Continued on page 12*)

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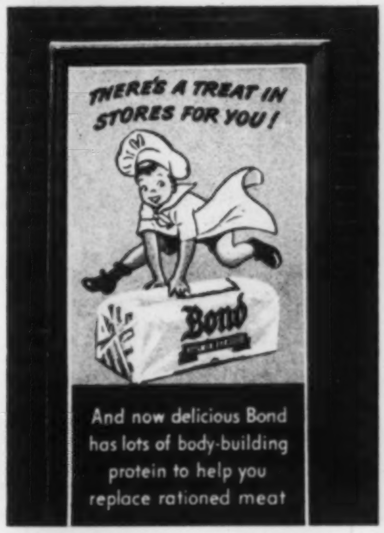
BBDO *Newsletter*

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
Advertising
NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT

SOME PEOPLE MAY NOT LIKE IT but the "Finger Nail Test" developed for Wildroot is a tested theme that helps sell new Wildroot Cream-Oil to an awful lot of people. Incidentally, Wildroot is one of the fastest growing national advertisers.


THERE'S A TREAT IN STORES FOR YOU!
Bond
And now delicious Bond has lots of body-building protein to help you replace rationed meat

WHAT COLORS are best for 3-sheet posters? Should copy balloons be used? Should a product's trade-mark be used in motion? The answers to these and other important questions help make Bond Bread 3-sheets, posted outside 1090 groceries, do a last-minute selling job that pays off!

THE GHOST FLEET SUNK BY THE 7th COLUMN
LIBERTY MUTUAL

ACCIDENTS COST AMERICA enough working time to build 60 battleships each year. To destroy this home front enemy, Liberty Mutual has campaigned steadily against the "7th Column of Carelessness" ...earned the respect of millions of insurance buyers...won two wartime advertising awards.

CURRENT RATINGS show that Du Pont's Cavalcade of America out-ranks nineteen other radio programs which have a similar institutional job to do. Same show...same advertiser...same agency for 10 consecutive years. That's the record of Cavalcade!

"WHY DOESN'T SOMEBODY do something about automobile advertising?" (This chorus of groans has been heard for years.) Now De Soto does something. They can't show post-war cars...but they can show pre-war De Sotos, many of which have run up 200,000 miles without a whimper. A refreshing change among the "nothing to sell" group.

SCIENCE PROVES KING SIZE
WINGS LESS IRRITATING
THE EXTRA LENGTH OF TOBACCO ACTS AS AN EFFECTIVE NATURAL FILTER IN REDUCING THROAT IRRITATION FOUND IN CIGARETTE SMOKE*
WINGS CIGARETTES
EXTRA LENGTH PROTECTS THROAT
ORDINARY CIGARETTE

MAKE-UP MEN CAN'T BURY these 140-line ads for Wings cigarettes no matter where they put them on a newspaper page. These ads put across their story aloud anywhere. Just another example of how small space can be made to work.

848 NEW TUNES
since
NOVEMBER '43

From November '43 through September '44 (11 months), Lang-Worth will have produced and released to its affiliates 848 NEWLY RECORDED musical selections—an average of 77 NEW tunes per month.
Breakdown of these 848 tunes, together with contributing artists, follows:

●

NAME DANCE BANDS: 400 selections, together with opening and closing themes, featuring the 15 NAME bands listed in right-hand column. NOTE: Basic Library contains over 300 additional dance tunes featuring Charlie Barnet, Neil Bondshu, Larry Clinton, Del Courtney, Ray Herbeck, Harry Horlick, John Kirby, Johnny Long, Russ Morgan, Tony Pastor, Teddy Powell, Joe Reichman and Tommy Tucker.

LIGHT RHYTHM UNITS: 114 selections featuring Merle Pitt's "5 Shades Of Blue," "The 4 Aces," Evalyn Tyner and "Sweet Corn Combo." NOTE: Basic Library contains over 200 additional light rhythm selections.

SONG STYLISTS: 63 selections featuring Dick Brown, Lanny and Ginger, Jean Collins, and Cliff Edwards. NOTE: Basic Library contains 64 additional cuts of Joan Brooks, Gertrude Niesen and others.

CONCERT MUSIC: 36 selections featuring 60-piece Symphony Orchestra, under the direction of Erno Rapee; Szath-Myri's "Symphonic Swing" Orchestra and the Lang-Worth Concert Orchestra. NOTE: Basic Library contains 326 additional full concert selections.

DINNER MUSIC: 104 selections featuring Lew White (pipe organ); Bertrand Hirsch (violin); Maurice Brown's string ensemble; Al and Lee Reiser (piano); Harp and Piano Interludes. NOTE: Basic Library contains 300 additional selections of the same and similar artists.

VOCAL CHORUS: 30 separate selections by the Emile Cote Glee Club. NOTE: Basic Library contains 136 additional selections by the Emile Cote Glee Club and the Lang-Worth Choristers.

HILLBILLY AND WESTERN: 41 selections featuring Elton Britt and Dickson's Melody Mustangs. NOTE: 160 additional Hillbilly and Western tunes in the Basic.

CHURCH MUSIC: 23 hymns by Leonard Stokes (baritone), accompanied by pipe organ. NOTE: Basic Library contains 120 additional hymns featuring Lew White on pipe organ and vocal groups.

MOOD MUSIC: 34 original compositions featuring Jack Shaindlin and his "March Of Time" Concert Orchestra. NOTE: Basic Library contains 163 additional selections especially composed, arranged and produced for Studio Production aids—fanfares, openings, closings, bridges, neutrals, battle music, etc., etc.

The Full Basic Library has been "streamlined" to 3000 separate selections. "Dated" dance tunes, harmonicas, ukuleles, etc., have been eliminated. Besides the 2600 selections in the departments listed above, the Basic Library contains additional music by Military Bands, Hawaiian groups, Latin American, Novelty bands, Vocal Rhythm groups, Negro Quartette, Vocal and Instrumental solos.

●

If you are attending the NAB War Conference, drop into Lang-Worth's headquarters (Palmer House) and hear these new tunes by Tommy Dorsey, Vaughn Monroe, Russ Morgan, Frankie Carle, Count Basie and other Lang-Worth artists. If you are not attending the Conference, write our New York office for full details.

●

C. O. Langlois
PRESIDENT

THE DANCE PARADE OF 1944

TOMMY DORSEY
VAUGHN MONROE
RUSS MORGAN
FRANKIE CARLE
COUNT BASIE
TOMMY TUCKER
TONY PASTOR
BOBBY SHERWOOD
SONNY DUNHAM
JAN GARBER
AL TRACE
DEL COURTNEY
DEAN HUDSON
NEIL BONDSHU
BOYD RAEBURN

From November '43 through September '44 (11 months), Lang-Worth will have delivered 400 NEW recordings of the 15 Name Bands listed above. Also 114 NEW tunes by light rhythm groups—an average of nearly 47 dance tunes per month.

LANG-WORTH, Inc.

113 WEST 57th STREET (Steinway Hall) NEW YORK 19, N. Y.

Creating Opportunity for Deserving Local Talent

PUBLIC SERVICE...
AN OBLIGATION
A PRIVILEGE
AN OPPORTUNITY

Promoting Local Public Health... By Fighting Syphilis

Giving Voice to Local City Government

KFI FARM REPORTER KFI
RECRUITING VOLUNTEER HARVESTERS
Presentation

Serving California's Annual 1½ Billion Dollar Agriculture Industry

Rallying the Interests of Tomorrow's Citizens

Only "HOME CREDITS" *count*

When "HOME CREDITS" run high a station attracts both listeners and advertisers. For, radio, after all, is a local medium—a part of the local community throughout which its signal is heard. And in spite of the great attraction of its network programming, it can be a complete success only if it is united with its listeners in a common bond of local community interests.

Without exception, the nation's great stations can attribute their greatness to the esteem with which they are regarded in their own community.

Leadership in purposeful local programming plus its NBC affiliation accounts for KFI's dominant position in the Los Angeles Market.

KFI... NBC for LOS ANGELES

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Earle C. Anthony, Inc.

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

ADVANCE REGISTRATIONS FOR WAR CONFERENCE

(*Continued from page 8*)

Little, Lee, KTUC Tucson, Ariz.
Locke, C. B., KFDM Beaumont, Tex.
Loeb, Mr. & Mrs. Howard M., WFDF Flint, Mich.
Long, Maury, BROADCASTING, Washington.
Lord, Mr. & Mrs. Nathan and three sons, WAVE Louisville.
Lottridge, Mr. & Mrs. Buryl, WOC Davenport, Ia.
Lowe, Alfred, WBML Macon, Ga.
Loyet, Paul, WHO Des Moines.
Lucy, C. T., WRVA Richmond, Va.
Luther, Clark, KFH Wichita.
Lynch, J. P., Graybar Elec. Co. Boston.

M

MacGregor, C. P., Los Angeles.
MacPherson, James, KOA Denver.
McAlister, R. B., KICA Clovis, N. M.
McConnell, James, NBC New York.
McCreery, Walter, KFAC Los Angeles.
McCullough, T. O., WIOD Miami.
McDermott, J. A., WDWS Champaign, Ill.
McDermott, Mr. & Mrs. G. B., KBUR Burlington, Ia.
McDonnell, Mrs. Jean, WSPD Toledo.
McGillvra, Mr. & Mrs. Jos. H., KVOD Denver.
McKechnie, Mr., Fed. Tel. & Radio Corp., Newark.
McLean, J. D., GE.
McMurry, Emmet H., WJPR Greenville, Miss.
McRaney, Bob, WCBI-WELO Columbus-Tupelo, Miss.
Mackin, Robert L., WHLS Port Huron, Mich.
Madson, Arch L., KSL Salt Lake City.
Maland, J. O., WHO Des Moines.
Mangold, Mary, KBUR Burlington, Ia.
Marget, Manuel M., KVOX Moorhead, Minn.
Marshall Jr., Glenn, WMBR Jacksonville, Fla.
Mason, Richard H., WPTF Raleigh, N. C.
Mason, Robert T., WMRN Marion, O.
Massie, William S., WRBL Columbus, Ga.
Mastin, Cecil D., WNBF Binghamton, N. Y.
Mathews, Frank, KFH Wichita.
Matthews, J. B., WGKV Charleston, W. Va.
Meagher, John F., KYSM Mankato, Minn.
Mendelsohn, Ray, WAKR Akron.
Merdian, Jack, WJPA Washington, Pa.
Metzger, Thomas W., WMRF Lewistown, Pa.
Meyer, Harold H., WSRR Stamford, Conn.
Meyer, P. J., KFYR Bismarck, N. D.
Myerson, James I., WKY Oklahoma City.
Michaels, Bill, KABC San Antonio.
Miller, Mr. & Mrs. Allen H., Allen H. Miller Prods., Toledo.
Mills, Frank R., WDWS Champaign, Ill.
Milsten, David R., KOME Tulsa.
Mitchell, Franklin, WJR Detroit.
Mitchell, M. R., WJR Detroit.
Mitchell, R. E., WMBG Richmond, Va.
Molohon, Barney, Treasury Dept., Washington.
Moody, Robert H., WHIO Dayton.
Moore, Herbert, Transradio-Press, New York.
Moore, James H., WSLS Roanoke.
Morency, Paul W., WTIC Hartford.
Morgan, Clem, KVGB Great Bend, Kan.
Moroney, Jim, WFAA-KGKO Dallas-Ft. Worth.
Mosby, A. J., KGVO Missoula, Mont.
Muschany, Elmer, KXOX Sweetwater, Tex.
Myers, Frank O., KCMC Texarkana, Tex.

N

Nance Jr., Oran, C. P. MacGregor, Los Angeles.
Nax, Mr. & Mrs. Charles W., *Globe-Democrat*, St. Louis.
Nelson, Mrs. Ella, NAB.
Nelson, Linnea, J. Walter Thompson Co., New York.
Newman, L. D., WLAP Lexington.
Nimmons, Ralph, WFAA-KGKO Dallas-Ft. Worth.
Nolte, Vernon, WMBD Peoria.
Norton, Ed, WAPI Birmingham.
Norton, John, Blue Network, New York.
Nunn, J. Lindsay, WLAP Lexington.

O

O'Fallon, Gene, KFEL Denver.
O'Harrow, John W., WKZO Kalamazoo.
Olin Jr., Bruff W., WKIP Poughkeepsie, N. Y.
Outler Jr., John M., WSB Atlanta.
Ownby, James T., WJHO Opelika, Ala.

P

Palmer, Fred A., WCKY Cincinnati.
Palmer, Mrs. George B., Minneapolis.
Parham, Carter M., WDOD Chattanooga.
Parish, Howard, GE.
Parsons, Willis B., NBC Radio Recording Div. New York.
Patt, John F., WGAR Cleveland.
Paul, Sol, BROADCASTING, New York.
Pengra, Marshall, KRNR Roseburg, Ore.
Perdue, Howard, GE.
Peter, Paul F. NAB.
Peterson, G. S., GE, Chicago.
Peterson, Maj. Howard O., AUS.
Pickens, William, Transradio-Press, Washington.
Pittman, Charles W., WBML Macon, Ga.
Pixley, L. A., WCOL Columbus, O.
Platt Bernard, BROADCASTING, Washington.
Porter, J. G., GE.
Powell, C. S., Graybar Elec. Co.
Powell, Ralph C., Presto Recording Corp., New York.
Pratt, Stanley R., WSOO Sault Ste. Marie, Mich.
Pribble, Vernon, WTAM-NBC Cleveland.
Price, Thomas, WWSW Pittsburgh.
Prosser, Mr. & Mrs. John I., WKAT Miami Beach.
Provol, George A., KDYL Salt Lake City.
Pryor, E. J., WRRN Warren, O.
Pugliese, Norma, BROADCASTING, Washington.
Purcell, W. J., WGY Schenectady.
Pyle, K. W., KFBI Wichita.
Pyle, W. D., KVOD Denver.

Q

Quentin, Charles, KRNT Des Moines, WNAX Yankton, S. D.

R

Ramsland, Odin, KDAL Duluth.
Rapp, J. C., KMA Shenandoah, Ia.
Rathbun, Mr. & Mrs. Jack, WCOA Pensacola.
Reed, Vernon, KFH Wichita.
Reed, W. L., IBEW Washington.
Rees, E. J., Transradio-Press, New York.
Reinsch, J. Leonard, WSB Atlanta.
Revercomb, Everett E., NAB.
Reynolds, George, WSM Nashville.
Reynolds, R. O., KMPC Los Angeles.
Rheinhardt Jr., Paul C., Fed. Tel. & Radio Corp., Newark.
Richards, E. V., WSMB New Orleans.
Richards, G. A., WJR Detroit.
Richardson, Jack, Standard Radio.
Richmond, R. W., WHK Cleveland.
Rine, William E., WWVA Wheeling.
Rines, William H., WRDO Augusta, Me.
Rintoul, Steve, Katz Agency, New York.
Ripley, Fred R., WPRO Providence, R. I.
Rivers, John M., WCSC Charleston, S. C.
Roberson, Howard, WLAP Lexington.
Robinson, E. L., GE.
Roeder, George H., WCBM Baltimore.
Rogers, Joy, KADA Ada, Okla.
Rosen, George, *Variety*, New York.
Rosenblum, Mr. & Mrs. Davis, WISR Butler, Pa.
Ross, Cecil C., Western Elec.
Roth, Mr. & Mrs. Eugene J., KONO San Antonio.
Rothschild, Walten J., WTAD Quincy, Ill.
Rowan, B. J., WGY Schenectady.
Rumple, Barry, NBC New York.
Runchey, Oliver, KOL Seattle.
Rupard, J. Nelson, KTSW Emporia, Kan.
Ryan, J. H., WSPD Toledo.
Ryan, Mr. & Mrs. William B., KFI Los Angeles.
Ryder, Les, WCED DuBois, Pa.

S

Saddler, Owen, KMA Shenandoah, Ia.
Sanders, Wayne, KTUC Tucson.
Saumenig, J. D., WIS Columbia, S. C.
Scarr, H. F., Western Elec.
Schilling, John T., WHB Kansas City.
Schilplin, Fred, KFAM, St. Cloud, Minn.
Sepaugh, L. M., WSLI Jackson, Miss.
Seville, Mr. & Mrs. H. A., WJEJ Hagerstown, Md.
Shaffer, C. W., Pittsburgh Convention Bur., Pittsburgh.
Shafto, G. Richard, WIS Columbia, S. C.
Sharp, Ivor, KSL Salt Lake City.
Sharp, Thomas E., KFSD San Diego.
Shaw, Glenn C., KLX Oakland.
Shawd, Mr. & Mrs. Arch, WTOL Toledo.
Sherwood, Alex, Standard Radio.
Shouse, James D., WLW Cincinnati.
Sillerman, Michael M., Keystone Broadcasting System.
Slaybaugh, Chester C., Morse International.
Smith, Calvin J., KFAC Los Angeles.
Smith, Frank R., WWSW Pittsburgh.
Smith, George W., WWVA Wheeling.
Smith, Robert, Treasury Dept., Washington.
Smith, T. A., RCA, Camden, N. J.
Smithgall, Charles A., WAGA Atlanta.
Smullen, William B., KIEM Eureka, Cal.
Sowell, F. C., WLAC Nashville.
Soule, O. P., KTFI Twin Falls, Ida.
Sparks, E. L., KHMO Hannibal, Mo.
Spence, Harry R., KXRO Aberdeen, Wash.
Sperry, E. J., WLAY Muscle Shoals City, Ala.
Spight, Lindsey, John Blair & Co., San Francisco.
Spokes, A. E., WJTN Jamestown, N. Y.
Springgate, Vess N., KXOX Sweetwater, Tex.
Stamps, Mr. & Mrs. Weldon, KADA Ada, Okla.
Staubitz, E. J., Blaw-Knox Co., Pittsburgh.
Steere, Howard, CKLW Windsor-Detroit.
Stevens, Mr. & Mrs. Harmon L., WHLS Port Huron, Mich.
Stewart, Elliott, WIBX Utica, N. Y.
Stone, Harry, WSM Nashville.
Stringer, Arthur W., NAB.
Stuart, Charles T., KFOR Lincoln, Neb.
Stubbs, T. Frank, KFNF Shenandoah, Ia.
Stuht, W. B., KOMO Seattle.
Surrick, Jack, WFIL Philadelphia.
Sylvester, R., WJDX Jackson, Miss.

T

Taishoff, Sol, BROADCASTING, Washington.
Taylor, Archie J., KRGV Weslaco, Tex.
Taylor, Dale, WENY Elmira, N. Y.
Thomas, C. L., KXOK St. Louis.
Thomas, P. M., WJR Detroit.
Thomason, Mims, UP Assns., Chicago.
Thompson, Roy F., WFBG Altoona, Pa.
Thoms, Harold H., WISE Asheville, N. C.
Thornley, Mr. & Mrs. Howard W., WFCI Pawtucket, R. I.
Tibbett, Gene, WELO Tupelo, Miss.
Tippett, Marvilyn, WMAZ Macon, Ga.
Tips, Kern, KPRC Houston.
Todd, Jack, KANS Wichita.
Tolboe, Clifton A., KOVO Provo, Utah.
Tompkins, Merritt, E., BMI New York.
Trenkmann, R. A., Standard Rate & Data.
Tully, J. C., WJAC Johnstown, Pa.

U

Ulmer, Dr. James G., KGKB Tyler, Tex.
Upson, Dean R., WSM Nashville.
Uridge, Owen, WJR Detroit.

V

Vadeboncoeur, E. R., WSYR Syracuse.
Vance, H. C., RCA Victor Div., RCA Camden.
Van Konynenburg, F., WTCN Minneapolis.
Van Person, W., WRAK Williamsport, Pa.
Venn, Robert G., WAGA Atlanta.
Vogeler, Mr., Fed. Tel. & Radio Corp., Newark.

W

Wagner, Rev. James A., WHBY Green Bay, Wis.
Wagner, Paul, WPAY Portsmouth, O.
Wagstaff, Walter, KIDO Boise, Ida.
Walker, Sidney C., KMBC Kansas City.
Walker, Wallace A., WFCI Pawtucket, R. I.
Walsh, Don, *Variety*, New York.
Wardell, J. Gordon, KGBX Springfield, Mo.
Ware, Mr. & Mrs. William E., KWFC Hot Springs, Ark.
Watson, Lt. Col. & Mrs. Brooks, WMBD Peoria.
Watson, Loren L., Spot Sales, New York.
Watson, M. V., WMBD Peoria.
Way, William B., KVOO Tulsa.
Weaver, Arthur J., Arthur J. Weaver Adv. Agency.
Weed, J. J., Weed & Co., New York.
Weil, Paul S., Bryan Davis Pub. Co.
Weintz, Jacob F., *Tide*, New York.
Wentworth, Col. Ed, Armour's Livestock Bur., Chicago.
Werner, A. Matt, WHBL Sheboygan, Wis.
Westlund, Arthur, KRE Berkeley, Cal.
Wheelahan, Harold M., WSMB New Orleans.
Wheeler, Chet, KWIL Albany, Ore.
Wheeler, Clarence, WHEC Rochester, N. Y.
Whitehead, Elizabeth, KOZY Kansas City.
Whiting, Lee L., WDGY Minneapolis.
Whitmire, Bevo, WFBC Greenville, S. C.
Whitmore, W., Western Elec. Co.
Whitten, L. H., Graybar Elec. Co.
Wilkins, J. P., KFBB Great Falls, Mont.
Willets, H. N., Western Elec. Co.
Williamson Jr., Warren P., WKBN Youngstown, O.
Willis, J. E., WLAP Lexington.
Willson, Early, KABC San Antonio.
Wilson, Howard H., Howard H. Wilson Co., Chicago.
Wilson, L. B., WCKY Cincinnati.
Wilson, W. A., WOPI Bristol, Tenn.
Wing Jr., A. K., Fed. Tel. & Radio Corp., Newark.
Wing, Jerry, KROC Rochester, Minn.
Wingard, Lloyd, WGAR Cleveland.
Winger, Earl W., WDOD Chattanooga.
Winner, Mr. & Mrs. Lewis, *Communications Magazine*, New York.
Woods, James S., WMRF Lewistown, Pa.
Woods, Woody, WHO Des Moines.
Worden, Ralph, WGAR Cleveland.
Wright, Mr. & Mrs. C. J., WFOR Hattiesburg, Miss.
Wright, O. R., KOZY Kansas City.
Wylie, Margaret, J. Walter Thompson Co.
Wynn, Lee, KGER Long Beach, Cal.
Wyse, William, KWBW, Hutchinson, Kan.

Y

Young, C. S., WBZ-WBZA Boston-Springfield.
Young, Dr. George W., WDGY Minneapolis.

Z

Zimmerman, G. E., KARK Little Rock.

WHBQ
"TAKE
Day and Night
THAT
WHBQ
NIGHT TRAIN
Dixie's 24-Hour Station
TO
Sells
MEMPHIS"
Young and Old

DIXIE'S 24 hour station

Exclusive Memphis Station
to Present
ASSOCIATED PRESS NEWS

News Every Hour on the Hour

WHBQ

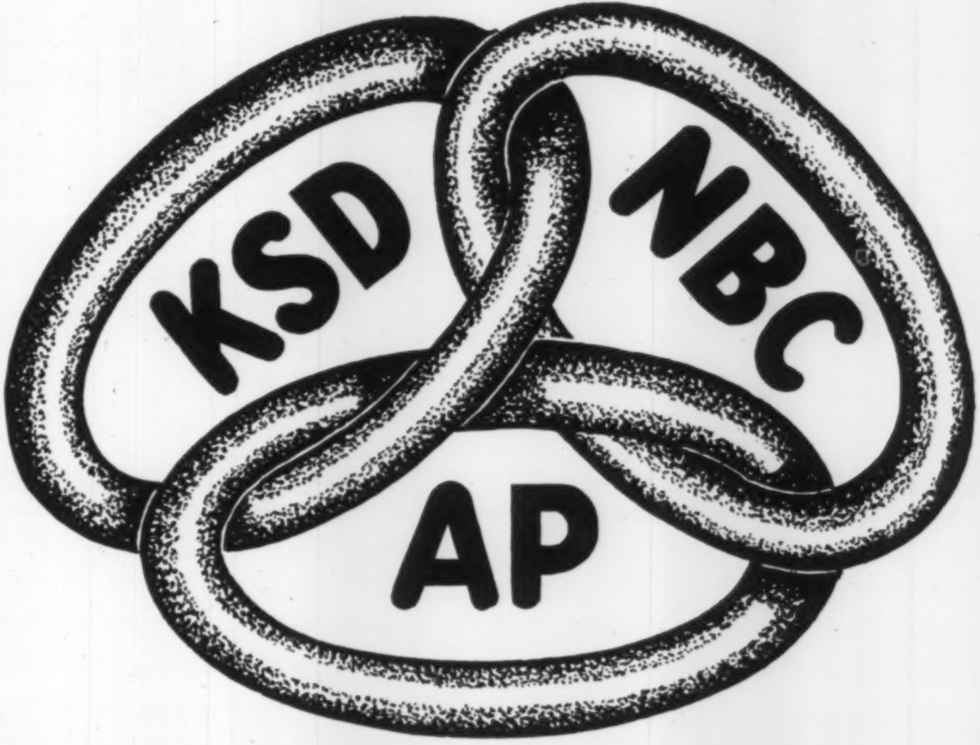
your MUTUAL friend

MEMPHIS, TENNESSEE

REPRESENTED BY RAMBEAU

INVINCIBLE

IN ST. LOUIS



A DISTINGUISHED TRIO

which combines America's No. 1 Network and St. Louis' distinguished broadcasting station with the world's greatest news gathering organization.

RADIO STATION KSD

OWNED AND OPERATED BY THE

ST. LOUIS POST-DISPATCH

"End of the Line" is only the Beginning

• This is the end of the Sylvania Radio Tube production line.

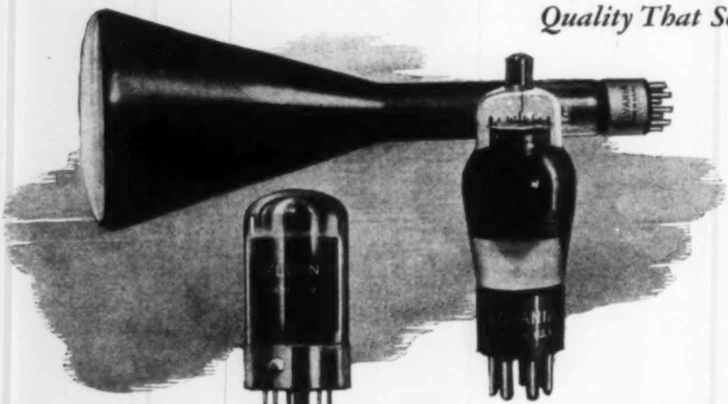
Here trained operators begin a series of tests designed to safeguard high-quality manufacture from any bit of human error.

Standardized precision testing instruments enable them quickly to determine basic radio tube fitness. The slightest defect dooms a tube to instant destruction.

Then come more exhaustive and specialized tests for any deviation at all from specification in the quality inspection and customer inspection departments.

Every Sylvania Radio Tube must pass these rigorous tests — and pass them with a perfect score — before shipment from the factory. This painstaking precision test system is your insurance for Sylvania quality that you can sell with complete confidence.

Quality That Serves the War Shall Serve the Peace



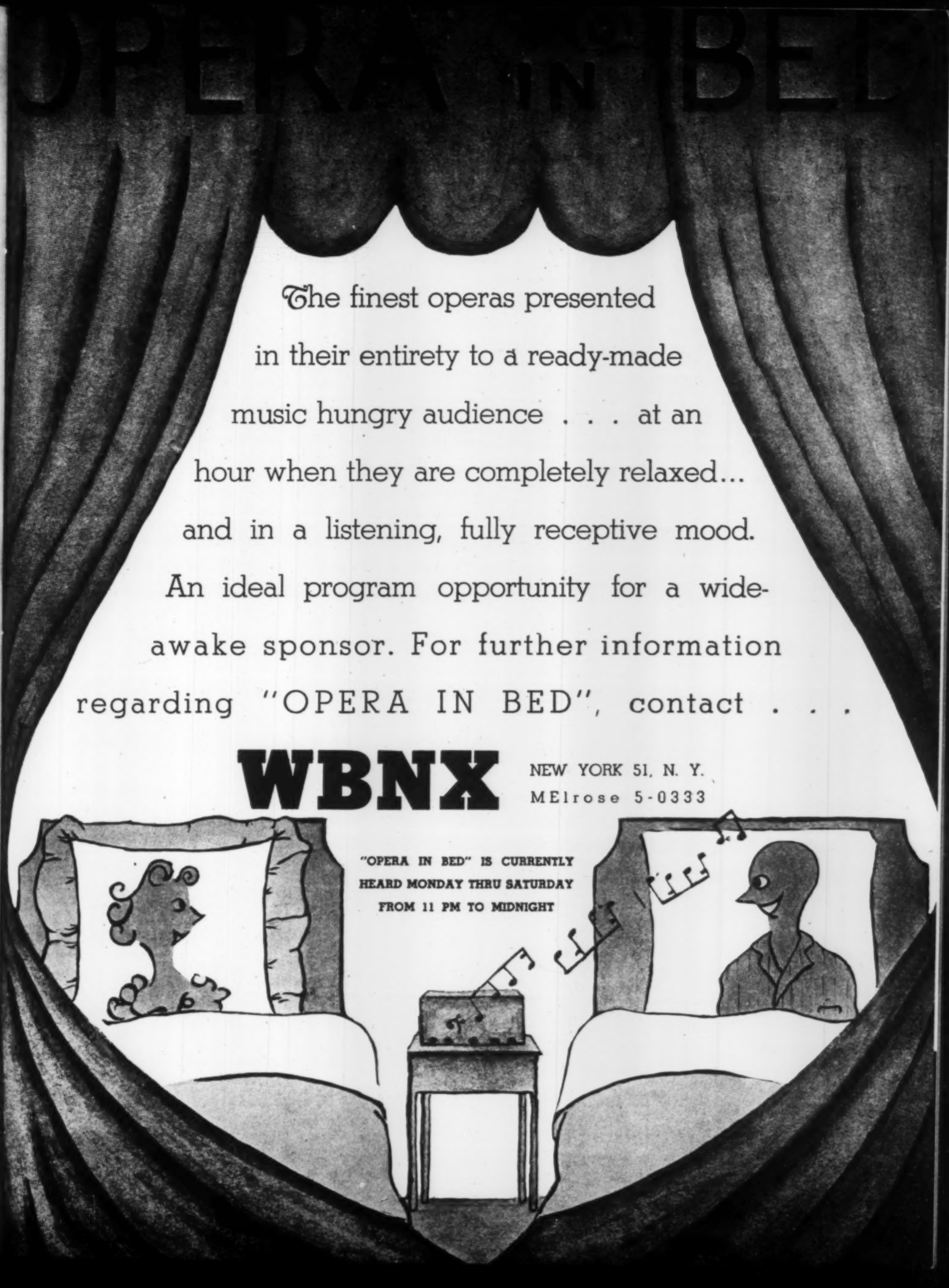
RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA

ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

OPERA IN BED



The finest operas presented in their entirety to a ready-made music hungry audience . . . at an hour when they are completely relaxed... and in a listening, fully receptive mood. An ideal program opportunity for a wide-awake sponsor. For further information regarding "OPERA IN BED", contact . . .

WBNX

NEW YORK 51, N. Y.
MElrose 5-0333

"OPERA IN BED" IS CURRENTLY HEARD MONDAY THRU SATURDAY FROM 11 PM TO MIDNIGHT

BMI IS *MORE* THAN FULFILLING THE INDUSTRY'S MANDATE!

Because the radio industry needed an unrestricted reservoir of copyrighted music to insure free competition in the field of performing rights, BMI was instituted.

Today more than 600,000 titles are available under BMI license. More than 30,000 records may be used. Scores of thousands of titles are included in the libraries of the electrical transcription companies.

But BMI has gone farther!

In addition to the mighty catalog of music now available through BMI, your company provides an outstanding script service, a research department, friendly counsel of field representatives, and many other services not originally contemplated.

AND YET THE COST OF MUSIC TO THE INDUSTRY TODAY — INCLUDING ALL SOURCES — IS LESS THAN BEFORE THE INAUGURATION OF BMI!

Yes, BMI is doing an infinitely greater job than was ever dreamed for it by its founders!

XUM

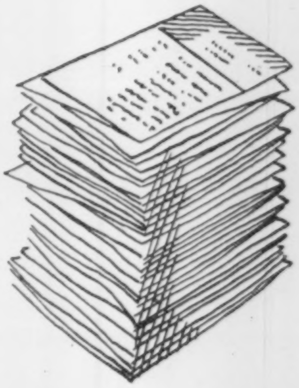
RECORDS GALORE!

In addition to the numerous albums available under your BMI license, there are more than 30,000 listed recordings which you may perform. These range from hottest swing to great classical works. BMI music on record will fill your every programming need.

MUSIC . . . AND MORE MUSIC!

According to a station's needs, it regularly receives popular, concert, hillbilly and other music for its library. Under the recently-signed agreement with the American Composers Alliance, the scores and parts of contemporary serious music may be obtained without fee. BMI is currently conducting a contest for writers of serious music. The winning works, written especially for radio, will add to the industry's store of superb music.

SCRIPTS THAT SELL!



Scripts to fill every need are produced by the BMI script department. Stations coast to coast find that sponsors snap up these shows. Whether you want a five-minute program or a 30-minute production, you'll find precisely the thing you need in the BMI script service. Enthusiastic letters from station managers attest the commercial value of these scripts.

AND THAT'S NOT ALL!

To keep station and program managers abreast of the latest tunes, to help them make the most of their BMI license, field representatives cover the country. It is our intention personally to cover every station at least once a year.

The PIN UP SHEET belongs in every music library. Monthly it shows top tunes and coming tunes. By referring to it, every station can know what tunes are "hot" and deserve heavy scheduling.

The ALMANAC is a chatty forecaster produced chiefly to assist those concerned with planning recorded programs. It's packed with tips on forthcoming tunes and suggestions for emphasizing those presently on top.

The NEWSLETTER is planned to keep station managers and program directors aware of what BMI can do for them. Music trends of particular interest to the program director and musical director are emphasized in this.

THESE, AND ALL OTHER BMI SERVICES, ARE YOURS WITHOUT ADDITIONAL COST UNDER YOUR BMI LICENSE

BMI

★ ★

SEEMS LIKE TELEVISION IS HERE

People in our program and production departments walk around our studios muttering strange new terms. Now we're quite used to the usual radio language but when we hear "camera angles" . . . "mercury vapor lamps" . . . "strike the set" . . . "move in for a close-up" . . . "more eye shadow on the ingenue" we begin wondering if we are in Hollywood or in Philadelphia.

But it seems that the television bug has bitten these good people—and they're eating it . . . sleeping it . . . drinking it. Even the engineering department reports that they can't keep any books on the technical side of this new art . . . the programeers take them as soon as they come in.

It all started when WFIL made an arrangement to broadcast from the Plays and Players Playhouse. This is the first time in Philadelphia radio history that a station has originated a regularly scheduled series of broadcasts from a real theatre stage. And we're doing it because the folks who run WFIL are a progressive, forward-looking group. They are doing this because they realize that in this way many problems in visual presentation will be solved before we actually go on the air with a video broadcast.

In "telecasting," as in audio broadcasting, Philadelphians will refer to WFIL as "Philadelphia's Most Progressive 'Telecasting' Station."

A BLUE NETWORK AFFILIATE

WFIL

Philadelphia's
Most Progressive
Radio Station

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Television Stations Authorized by the FCC

(As of August 15, 1944 in accordance with Rules 4.61-4.79)

CHANNELING SYSTEM

GROUP A

Chanel No.		Channel No.		Channel No.	
1	50,000–56,000 kc.	3	66,000–72,000 kc.	6	96,000–102,000 kc.
2	60,000–66,000 kc.	4	78,000–84,000 kc.	7	102,000–108,000 kc.
		5	84,000–90,000 kc.		

GROUP B

Channel No.		Channel No.		Channel No.	
8	162,000–168,000 kc.	12	210,000–216,000 kc.	15	258,000–264,000 kc.
9	180,000–186,000 kc.	13	230,000–236,000 kc.	16	264,000–270,000 kc.
10	186,000–192,000 kc.	14	236,000–242,000 kc.	17	282,000–288,000 kc.
11	204,000–210,000 kc.			18	288,000–294,000 kc.

GROUP C

Any 6,000 kc. band above 300,000 kc., excluding band 400,000–401,000 kc.

COMMERCIAL

Licensee and Location	Call Letters	Channel No.	Effective Signal Radiated
Balaban & Katz Corp., Chicago, Ill.	WBKB	2	550
Columbia Broadcasting System Inc., New York City	WCBW	2	1,000
Don Lee Broadcasting System, Hollywood, Cal.	†KTSL	1	5,600
Allen B. DuMont Laboratories, Inc., New York, N. Y.	WABD	4	.....
General Electric Co., Schenectady, N. Y.	WRGB	3	3,100
The Journal Co., Milwaukee, Wis.	†WMJT	3	1,200
National Broadcasting Co. Inc. New York City	WNBT	1	1,800
Philco Radio & Television Corp., Philadelphia, Pa.	WPTZ	3	500
Zenith Radio Corp., Chicago, Ill.	†WTZR	1	1,270

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† Under construction.

EXPERIMENTAL

Licensee and Location	Call Letters	Channel No.	Power in Watts Visual	Aural
Balaban & Katz Corp., Chicago, Ill.	W9XBK	2	4,000	2,000
Balaban & Katz Corp., Chicago, Ill.	W9XPR	Group C	10	.....
The Crosley Corp., Cincinnati, Ohio	†W8XCT	1	1,000	1,000
Allen B. DuMont Laboratories, Inc., Passaic, N. J.	W2XVT	4	50	50
Allen B. DuMont Laboratories, Inc., New York, N. Y.	W2XWV	4	1,000	1,000
Allen B. DuMont Laboratories, Inc., Washington, D. C.	†W3XWT	1	1,000	1,000
Don Lee Broadcasting System, Los Angeles, Cal.	W6XAO	1	1,000	150
Metropolitan Television, Inc., New York, N. Y.	W2XMT	8	50	50
Philco Radio & Television Corp., Philadelphia, Pa.	W3XE	3	10,000	11,000
Purdue University, West Lafayette, Ind.	†W9XG	3	750	750
State University of Iowa, Iowa City, Iowa	W9XUI	1 & 12	100	.....
Wm. B. Still, tr/as Jamaica Radio Television Co., Jamaica, L. I., N. Y.	†W2XJT	13	400	100
Television Productions, Inc., Los Angeles, Cal.	W6XYZ	4	4,000	1,000
Gus Zaharis, South Charleston, W. Va.	†W8XGZ	1	200	110
Zenith Radio Corp., Chicago, Ill.	W9XZV	1	1,000	1,000

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† Under construction.

Pending Applications for Experimental Television Broadcast Stations

(*As of August* 15, 1944)

Location	Applicant	Channel No.	Power Visual	Power Aural
Illinois Chicago........	Columbia Bcstg. System, Inc. (WBBM)	4	1kw	1kw
Indiana Indianapolis.....	P. R. Mallory & Co., Inc.	2	150w (600w peak)	100w
Massachusetts Boston.........	General Television Corp.	1	400w (peak)	200w
Minnesota Minneapolis.....	Industrial Tool & Die Works, Inc.	4	5kw (peak)	3kw
New Jersey Camden........	Radio Corp. of America	5	30kw	30kw
New York New York......	Columbia Bcstg. System, Inc. (WABC)	Group C	....	1kw
Utah Salt Lake City...	Intermountain Bcstg. Corp. (KDYL)	1	100w (400w) (peak)	200w

The dollar sign is the answer. It completes the well-used television formula S + S, or Sight plus Sound, and it's a rather dramatic way of saying that television will bring profit to you.

S + S = $ has been just a promise for a long time. But it's due to become a reality shortly after victory.

Television is "personal call" salesmanship...showing your actual merchandise in its most favorable light to small family groups at home...demonstrating your products in use while the persuasive voice of a master salesman delivers a polished and perfected sales talk. This is the most successful selling known. And you'll be using it—not in one home at a time—but in millions!

Enterprising, quick-acting advertisers and their agencies are now learning the technique and the tremendous potential of television by producing their experimental programs at DuMont's pioneer Television Station—WABD.

DuMont Television Studios and Telecasting Equipment Department of Allen B. DuMont Laboratories, Inc., Station WABD, 515 Madison Ave., New York 22, N. Y. General Offices and Plant, 2 Main Ave., Passaic, N. J.

Copyright Allen B. DuMont Laboratories, Inc., 1944

DUMONT
TELEVISION
STATION WABD

KATE SMITH HOUR
34.3

VOX POP
33.3

DR. CHRISTIAN
31.8

BURNS AND ALLEN
31.0

BIG TOWN
27.4

CRIME DOCTOR
25.1

THANKS TO THE YANKS
24.5

BLUE RIBBON TOWN
23.6

WE THE PEOPLE
23.4

JACK CARSON SHOW
21.2

✓ ✓ ✓ Check This

10 MORE for GOOD MEASURE

★ Lux Radio Theatre	36.0	★ Death Valley Days	20.0
★ Texaco Star Theatre	25.1	★ Dinah Shore Show	20.0
★ Helen Trent	24.6	★ Easy Aces	19.9
★ Big Sister	21.3	★ Inner Sanctum	19.9
★ American Melody Hour	20.5	★ Suspense	19.4

I LOVE A MYSTERY
20.8

MAJOR BOWES
20.2

And of course the NEWS!
1P.M. 24.7 6P.M. 26.7

All Hooper Ratings from Winter-Spring Index 1943-1944

JUDY CANOVA SHOW
30.7

BLONDIE
30.7

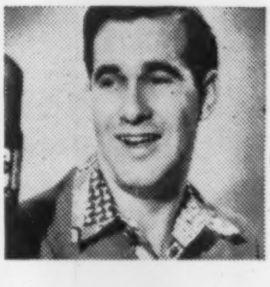
HIT PARADE
29.1

GAY NINETIES REVUE
28.7

KATE SMITH SPEAKS
23.3

OUR GAL SUNDAY
22.6

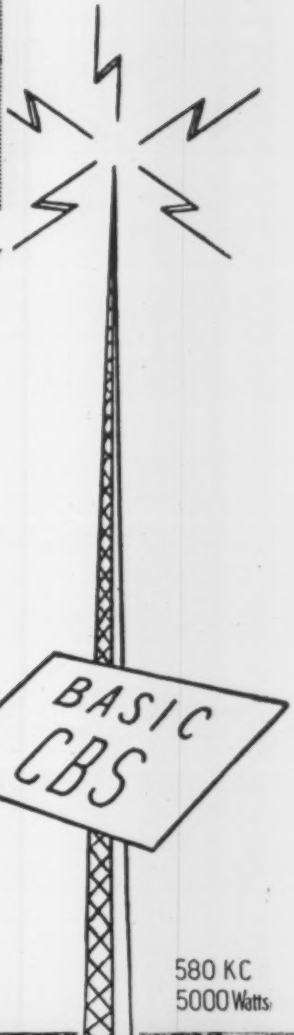
MR. KEENE
22.4


THAT BREWSTER BOY
22.2

WTAG "RATE CARD"

Sure, these Hooper ratings are terrific — but WTAG, in a big market, does things in a big way! — Remember? Most advertisers know the advantages of covering (and we do mean covering) Central New England from the inside.

After reading this advertisement, you too, must realize that the one sure way to this big, high-wage-level audience is through the station with the local appeal and the high Hoopers — WTAG.



PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

580 KC
5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

FAIRCHILD AERIAL SURVEYS, INC., N.Y.C.

REVIEW OF 1943-1944 ACTIVITIES OF THE NAB

SECRETARY-TREASURER

C. E. Arney Jr.

PREPARATION of this report is made somewhat complicated by events which have occurred since the War Conference in Chicago in April 1943. The complications arise out of changes which have taken place within the organization, resulting in the assumption of additional duties by the Secretary-Treasurer's office.

Chronologically, changes are as follows: On June 1, 1943, Russell Place, Director of the Legal Dept., resigned to accept an important civilian post with the Office of Strategic Services. Since that time the bulk of the legal work has devolved upon the Secretary-Treasurer. On Jan. 1, 1944, Joseph L. Miller, Director of Labor Relations, became a lieutenant in the Navy. Since that time the labor relations work has been handled in the office of the Secretary-Treasurer.

Supreme Court Decision

On March 1, 1944, Neville Miller terminated his presidency and for the period from March 1-April 15, when Harold Ryan assumed his presidential duties, the Secretary-Treasurer, as Acting Managing Director, discharged some of the duties of the presidency. To further complicate the situation Neville Miller left for his new duties abroad without having had time to prepare a report of the presidential activities from May 1, 1943, until his departure on March 1, 1944.

The Supreme Court on May 10 handed down the decision upholding the right of the FCC to enforce the so-called network rules. The broad language used by the Court in sustaining the Commission's position aroused intense feeling throughout the industry. There was spontaneous editorial comment in the press calling for revision of the law in the interests of preservation of free speech.

There was a very definite feeling of anxiety that the law, as interpreted by the Court, gave to the Commission powers over the operation of licensees, including programs and business policies, which would lead ultimately to the serious impairment of the American System of Broadcasting. Efforts were immediately undertaken to hasten consideration of the legislation then pending in Congress.

War Services: Throughout the entire period, the major portion of NAB staff's time has been devoted to cooperative activity with the many governmental agencies which deal directly with our war effort. All stations have been kept abreast of developments in selective service procedure directly affecting their interests.

As a further aid to broadcasters in meeting personnel problems arising out of withdawals of technical personnel by the armed services, NAB cooperated with the FCC in compiling a list of technicians available for employment and many of these were placed.

Action of James C. Petrillo AFM president, in continuing his ban on recordings has caused a considerable amount of activity on the part of NAB. At the instance of some of the recording companies the matter was taken before the War Labor Board and referred to a panel which held a long series of hearings. All of these developments were followed very closely by NAB and a full report of them will be made at this Conference by our special counsel, Sydney Kaye.

The activity of the American Federation of Radio Artists in seeking an extension of the principle of assigned announcers fees has caused considerable concern and a great deal of our time has been devoted to that development. The WMAL case now pending before the War Labor Board for final decision is of extreme importance and has been carefully watched and appropriate assistance has been rendered counsel representing the station in that case. Likewise, we have conferred with the attorneys representing the Class B stations in Chicago with reference to their case which involves this principle and a full report of that will be made before this Conference.

Prior to his departure from the NAB staff, Joseph L. Miller compiled and made available to all broadcasters the Decisions of the National Labor Relations Board. This document is of great value to all broadcasters.

In many individual cases assistance has been rendered to stations in connection with the negotiation of labor contracts and in interpreting provisions of the Wage Stabilization formula and Wage and Hour Act. The War Manpower Commission rules and regulations respecting job referral and employment ceilings have been interpreted upon individual request and made available through the *Reports*.

Code and Programming

Considerable time has been devoted to bringing about better understanding of the NAB Code and the basic concepts which underlie its provisions. Serious attacks have been made upon the Code by certain organized groups and NAB has sought constructively to meet this challenge. As another means of aiding the broadcasters in more adequately and completely serving the public, a Program Directors Committee was organized and has functioned effectively in laying the foundation work for constructive improvement in the programming field.

Broadcast Advertising

The work of the Dept. of Broadcast Advertising has been outstanding. Under the chairmanship of Paul W. Morency the Retail Promotion Committee carried through a project conceived by the Dept. of Broadcast Advertising and approved by the Board in 1942. We believe this particular activity is one of the really outstanding efforts made by a trade association as a measure of direct service to its membership.

Pursuant to the action of the membership at the 1943 meeting, a Small Market Stations Committee was created.

The increase in the number of questionnaires sent out by the various Government departments to industries of all kinds resulted in the creation early in 1943 of the Committee on Government Questionnaires, upon which all important industries are represented.

Radio News: The Radio News Committee of NAB was created with the primary purpose of bringing about better trained personnel to prepare and broadcast radio news. As a first step a cooperative enterprise has been undertaken with the American Assn. of Schools and departments of journalism looking to the establishment of a standard curriculum of radio journalism.

Technical Developments: In the fall of 1943 President Miller, with the Director of Engineering, met with representatives of technical organizations such as the Institute of Radio Engineers, Radio Manufacturers Assn. and others and perfected the organization and financing of the Radio Technical Planning Board. This Board is one of the most important agencies in the field of postwar planning for out of it will come the basic recommendations which will govern technical standards for the broadcast-

(*Continued on page 26*)

NAB Membership Totals 624, Largest In History; Income Over Half-Million

AN INCREASE of 98 members since April 15, 1943, has brought the total NAB membership, as of Aug. 8, to 624, largest in its history, the annual report of C. E. Arney Jr., secretary-treasurer, to be presented to the NAB War Conference this week, disclosed. Of the total membership, greatest since May 1, 1941, when it was 547, standard stations comprise 592, FM outlets 4, networks 2 and associate members 26.

Station membership now totals 64.1% of the 924 standard stations in the U. S. and territories. Of a total of 656 network affiliates, 484 or 73.8% are members, as compared to 370, or 54.7% of the network affiliates in April 1943. Mutual has the largest number of affiliates carrying membership in the NAB, with 147 or 65.9% of the 223 MBS stations. The Blue is next with 140 or 71.8% of its 195 affiliates; NBC is third with 118 of its 142 stations belonging, while of the 142 CBS stations, 115 are NAB members.

District 13 Leads

Of the total network affiliate members, 36 are duplicates, leaving a grand total of 448 network affiliates. A total of 26 of the 31 stations carrying both Blue and MBS are NAB members; five are affiliates of NBC and MBS; 4 of CBS and MBS and 1 of the Blue and NBC. Of the 268 stations without network affiliation, 108 or 40.3% are members of NAB.

District 13 (Texas), of which Hugh A. L. Halff of WOAI San Antonio, is director, since the 1943 War Conference has turned in 17 new members, the largest increase of any district. Second was District 7 (Kentucky and Ohio), headed by Nathan Lord of WAVE Louisville, with 10 new members, while District 3 (Delaware, Pennsylvania and Maryland), under the leadership of Roy F. Thompson of WFBG Altoona, listed nine additional members. Membership in District 8 (Indiana and Michigan excluding Ontonagon and Gogebic counties) and District 15 (California, excluding 10 counties) remained static. All other districts showed increases from one up.

NAB membership is divided as follows: In U. S., 579 commercial stations, 2 non-commercial stations; territories 7; construction permit stations 4; networks, CBS, NBC; associate members 26, an increase of 7 since April 1943.

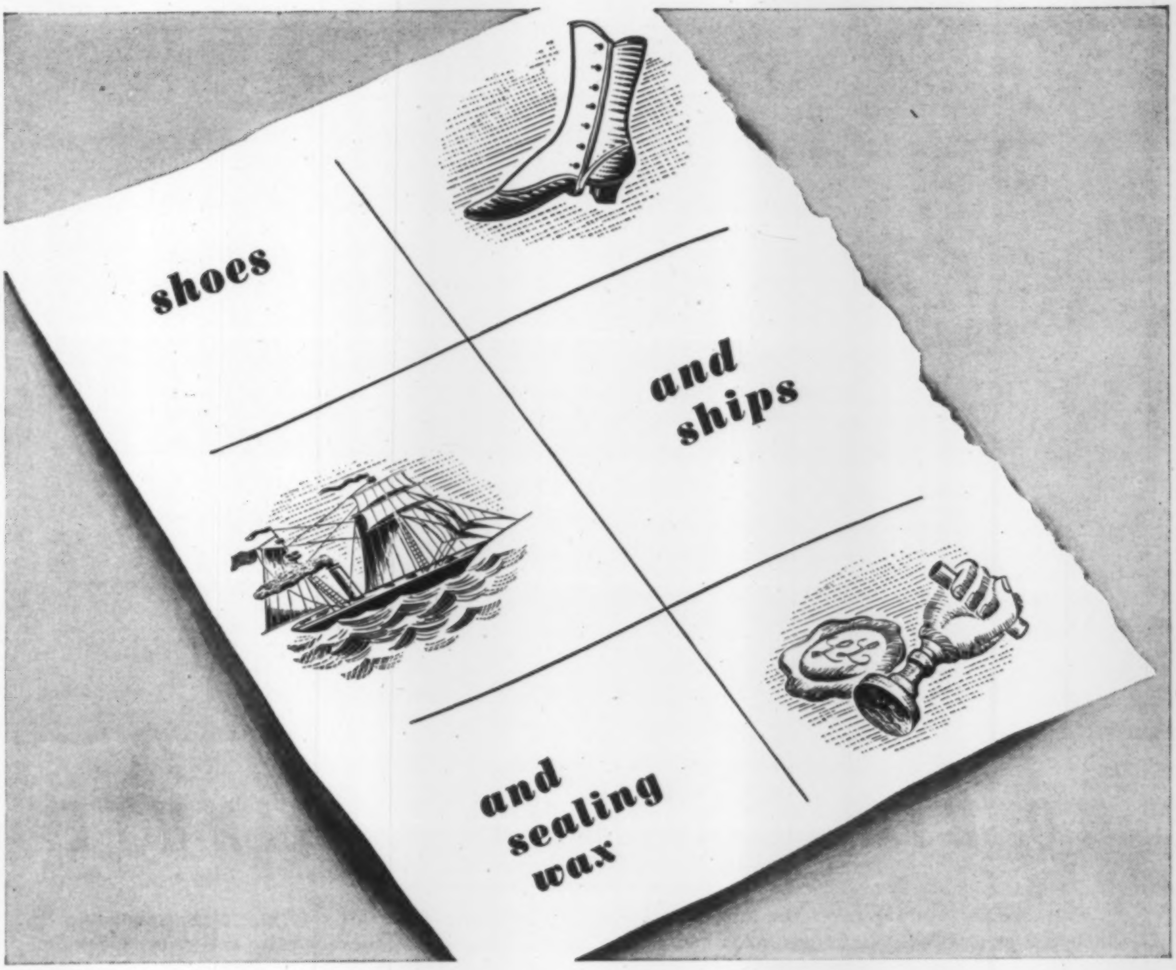
Income Half Million

On the financial side Mr. Arney reported a total income, between April 1, 1943, and June 30, 1944, of $526,587.67, including $27,363.80 cash on hand April 1, 1943. Total receipts for the previous period, April 1, 1942, to March 31, 1943, were $315,628.55.

Cash on hand as of June 30, plus accounts payable on the same date totaled $85,784.75, as compared to $36,998.49 as of April 1, 1943.

Expenses for the NAB from April 1943 to June 30, 1944, aggregated $448,300.30, of which the largest item of $175,377.43 was for general administration. Second largest expenditure of $66,340.75 was for the New York office, while the President's Dept. listed expenses of $57,774.96. Following is a tabulation of expenses for the period April 1, 1943, to June 30, 1944:

President's Dept.	$ 57,774.96
Treasurer's Dept.	31,556.17
Research	21,532.28
Public Relations	25,644.16
Labor Relations	6,720.58
Legislative	24,644.35
Engineering	10,419.14
Broadcast Advertising	16,933.65
Promotion	11,356.83
New York Office	66,340.75
General Administrative	175,377.43
	$448,300.30
Balance	$ 78,287.37
Add: Accounts Payable, June 30, 1944	7,497.38
Cash on Hand, June 30, 1944	$ 85,784.75



Of these, the interest of Brockton, Mass., is centered principally on shoes.. manufacturing shoes. Likewise, skilled, highly paid workers build ships in Quincy, make wax in Framingham. Dozens of similar towns, diverse as to their industries, uniformly prosperous, are tucked into the primary areas of WBZ, Boston, and WBZA, Springfield.

The needs of the folks in these towns are as varied as the things they manufacture. They, as well as the rural population of New England from Martha's Vineyard to Canada, look chiefly to WBZ and WBZA for their radio entertainment.

The NBC Parade of Stars, and meritorious local programs, projected with the power of 50,000 watts, will not be denied. Your message is assured of this vast receptive audience, at single-station cost. Consult NBC Spot Sales for availabilities.

WBZ
WBZA
BOSTON – SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • KYW • KDKA • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES

WESTINGHOUSE PRESENTS . . . *John Charles Thomas on Sun. 2:30 EWT., NBC.; also "Top of the Evening" on Mon., Wed., Fri., 10:15 EWT., Blue Network.*

NO BIGGER THAN A MINUTE

Extraordinary power takes the familiar bumblebee over a wide area, across fields and hills, to every flower that has what it takes to make honey. Though "no bigger than a minute," the bumblebee does a tremendous job.

Power (over three times that of any other combination here) makes NERN stations familiar to . . . and strongest in the receivers of . . . over 8 million New Englanders who have what it takes to make sales.

Top-rated programs (all NERN stations are NBC affiliates) turn this power into a honey-gathering proboscis for NERN advertisers, who find that a commercial message "no bigger than a minute" does a tremendous job on NERN. A 15-minute daytime period that carries such a message over the entire New England Regional Network costs only $312 at the one-time rate. When you buy NERN, you buy a network.

NERN STATIONS

	Frequency	*Watts*	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit,
San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD,
CONNECTICUT

YOU MAY BE ABLE TO LIFT 370 POUNDS*—

BUT—YOU CAN'T THROW A RADIO CAMPAIGN INTO WESTERN MICHIGAN FROM "OUTSIDE"!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED. The latest Hooper Special Report (made in the autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Friday evening figures, 7 P. M. to 10 P. M.:

WKZO	59.3%
STATION B	13.5%
SIX OTHERS	26.6%
MISC.	0.6%

Many a radio advertiser draws a 200 or 300-mile circle around Chicago or Detroit—and kids himself that he is getting full coverage throughout that circle.

But no user of any "outside" station gets even *adequate* coverage in Western Michigan. We won't go into the technical reasons here—it's just that "outside" stations fade too much for satisfactory listenership.

If you *really want* to cover Western Michigan, the answer is WKZO. Recent Hooper Surveys—an excerpt from which is at the left—prove that WKZO is by long, long odds the most popular station in this territory. Write for all the facts—or ask Free & Peters.

---

* An Estonian named Lubaar set the world's record at that weight—"two hands clean and jerk."

WKZO

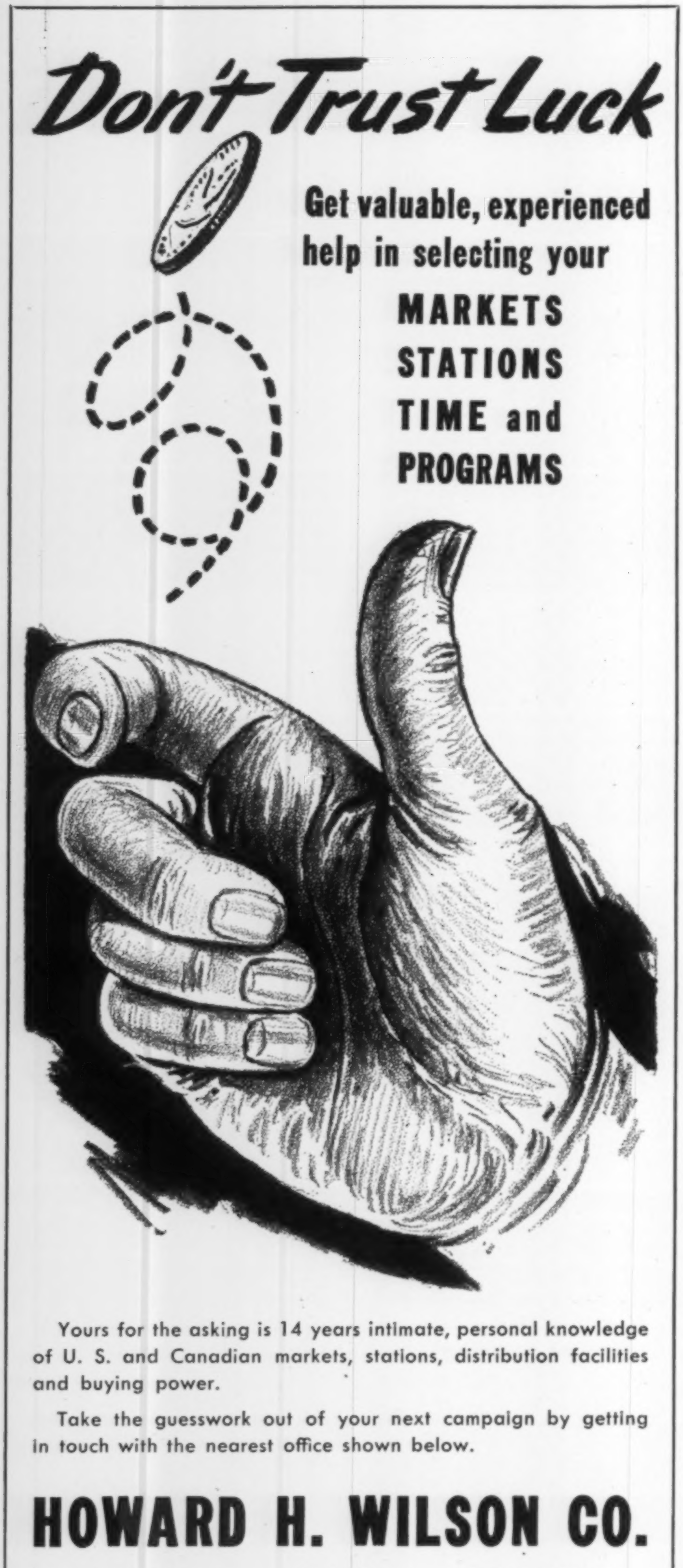
5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan

Owned and Operated by Fetzer Broadcasting Company

KALAMAZOO and GRAND RAPIDS

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES



Get valuable, experienced help in selecting your

MARKETS
STATIONS
TIME and
PROGRAMS

Yours for the asking is 14 years intimate, personal knowledge of U. S. and Canadian markets, stations, distribution facilities and buying power.

Take the guesswork out of your next campaign by getting in touch with the nearest office shown below.

HOWARD H. WILSON CO.

NEW YORK
551 Fifth Avenue
Murray Hill 6-1230

CHICAGO
75 East Wacker Drive
Central 8744

HOLLYWOOD
6362 Hollywood Blvd.
Granite 6113

SAN FRANCISCO
681 Market Street
Douglas 4475

SEATTLE
2102 Smith Tower
Elliott 7417

(*Continued from page 22*)

ing industry in the years lying ahead. Howard Frazier, NAB Director of Engineering, serves on all panels of the Board and is chairman of the Standard Broadcasting Panel.

RESEARCH: In the field of research. NAB activities during the past several months have been many. A special committee was created to give preliminary study to an industry formula for station coverage. Following this the Research Committee perfected the plan and the industry seems finally to be in a position to adopt a uniform standard for station coverage maps and presentations. Audience measurement has also been given a great deal of attention and a program for future activity will be submitted.

MUSIC COMMITTEE: Following a year and a half of operation under the revised ASCAP contracts which grew out of the consent decree, it became quite apparent that some steps to protect the interest of per-program licensees was necessary. A strong committee was created in the fall of 1943 headed by Campbell Arnoux. Too much credit cannot be given this committee for the splendid results which it has accomplished in clarifying the respective rights and obligations of ASCAP and the broadcasters.

Educational Activities

FREC has been constructively active. The previous quarterly meetings which the committee had held were abandoned and semi-annual meetings were substituted.

The NAB staff has been represented at meetings of the School Broadcast Conference at Ohio State U. and at the conference of the Assn. for Education by Radio.

DISTRICT MEETINGS: Since our last report a total of 15 District meetings has been held at all of which one or more members of the NAB staff were present. In addition officials from various Government agencies and associate members also attended. These District meetings have grown to be increasingly important as a means whereby members of the staff may obtain a better perspective; acquaint themselves with the industry's thinking and bring home to broadcasters the importance of the work which NAB is doing. All meetings have been well attended and the discussions have been constructive. Dates and places of these meetings follows:

District 7—July 23, 1943, Cincinnati: 11—Aug 4-5, 1943, Minneapolis; 15—Aug. 6, 1943, San Francisco; 4—Sept. 3, 1943, Asheville, N. C.; 2—Aug. 24, 1943, Syracuse; 5—Sept. 10, 1943, Atlanta; 8—Feb. 1, 1944, Indianapolis.

District 10—Feb. 4-5, Omaha; 14—Feb. 7-8, Denver; 16—Feb. 11, Los Angeles; 13—Feb. 13, Dallas; 12—Feb. 21, Tulsa; 6—Feb. 24-25, Memphis; 2—March 2-3, New York; 3—March 6-7, Pittsburgh.

Contact With Membership

The weekly *NAB Reports* constitute the principal medium through which NAB maintains general and regular contact with the membership. In addition to these *Reports* many special bulletins have been issued—to carry to broadcasters complete information on important developments in the many fields in which the Association is active.

RESIGNATIONS: We have previously indicated the resignations of Russell Place, Director of the Legal Department; Joseph L. Miller, Director of Labor Relations; and the leave-taking of Neville Miller. In addition, Everett E. Revercomb, who in point of service was the veteran on the NAB staff and served as auditor and comptroller, resigned on June 1, 1943, to accept a commission as Ensign in the Navy. He is now serving with the Division of Naval Communications in Washington. Walt Dennis, who served from March 1943 as Chief of the NAB News Bureau, resigned in November to become Public Relations Director of WHN New York.

REPLACEMENT AND ADDITIONS: The task of replacing these efficient and experienced staff executives in normal times would have presented a problem of major proportion, but under wartime conditions it proved to be an almost impossible task. No replacement was obtained for either Mr. Place or Joseph Miller until almost coincident with this writing, when John Morgan Davis was named by President Ryan to the position of General Counsel with specific authority over labor relations. In September 1943 Robert T. Bartley joined the NAB staff as Director of War Activities. Mr. Bartley acts as liaison between the NAB and the several departments of Government and acts as secretary to the Legislative Committee. Harold Ryan succeeded Neville Miller as President effective April 15. Mrs. M. O. Hathaway became auditor on June 1, 1943. No replacement was secured for Mr. Dennis.

DEPARTMENT OF BROADCAST ADVERTISING

Lewis H. Avery, Director

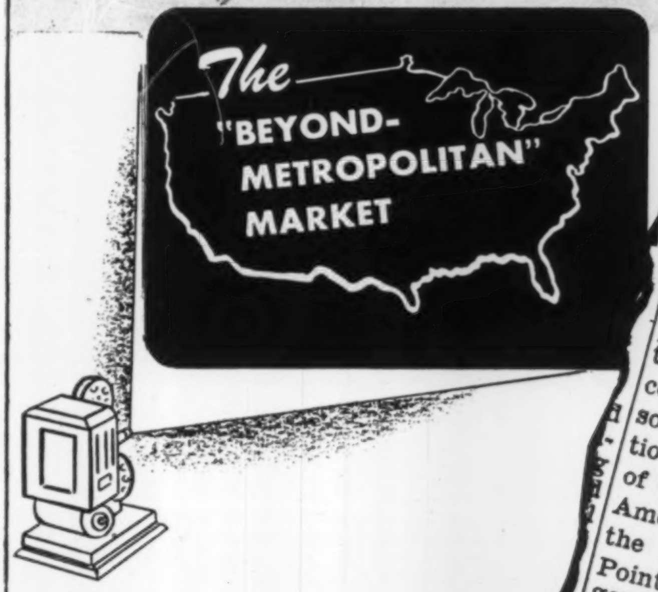
Quite properly, a review of the Dept. of Broadcast Advertising begins with a report of the Retail Promotion Plan. But, with equal propriety, no report on this activity can begin without a tribute to the untiring energy and unselfish work of the chairman of the Retail Promotion Committee. Despite a maze of complications and difficulties, he steered the project to completion and through 117 showings before nearly 25,000 retailers. The whole industry owes an exceptional debt of gratitude to Paul W. Morency, who devoted more than half of his time, without thought of compensation or reward, to the stewardship of the pledges of subscribing stations and the funds loaned by NAB. From early May to mid-December 1943 Mr. Morency carried the major burden of the greatest promotion ever undertaken by any advertising medium.

Mr. Morency appointed the following Committee in 1942, which carried through to the completion of the project: Robert E. Bausman, WISH Indianapolis; Gene L. Cagle, KFJZ Ft. Worth; William Crawford, WOR New York; Dietrich Dirks, KTRI Sioux City; John Esau, KTUL Tulsa; Kenneth K. Hackathorn, WHK-WCLE Cleveland; Arthur Hull Hayes, WABC New York; Walter Johnson, WTIC Hartford; C. L. McCarthy, KQW San Francisco; James V. McConnell, WEAF New

(*Continued on page 30*)

"FEATURE ATTRACTION"

Say the Experts... for Now and Post-war



> ### Advertising News
>
> Manufacturers who were content to concentrate on cities during the war will have to overhaul their selling practices in the post-war period to include stores in small towns which account for 43 per cent of the nation's business, Nelson A. Miller, chief of the distribution management unit, Department of Commerce, told members of the American Marketing Association at the Hotel Sheraton yesterday.
>
> Pointing out that 97 per cent of all general stores, 66 per cent of hardware stores, 73 per cent of filling stations and 76 per cent of new-car dealers operate in small towns, Mr. Miller predicted that many other types of stores would increase in number when the war ends.

New York Times
June 24, 1944

Department of Commerce Chief Miller warns marketers to bring "Beyond-Metropolitan" areas actively into marketing plans before post-war race starts. Bring these important, remote, hard-to-get-at areas into your "main show" with the KEYSTONE coast-to-coast transcription network.

COMING ATTRACTION!

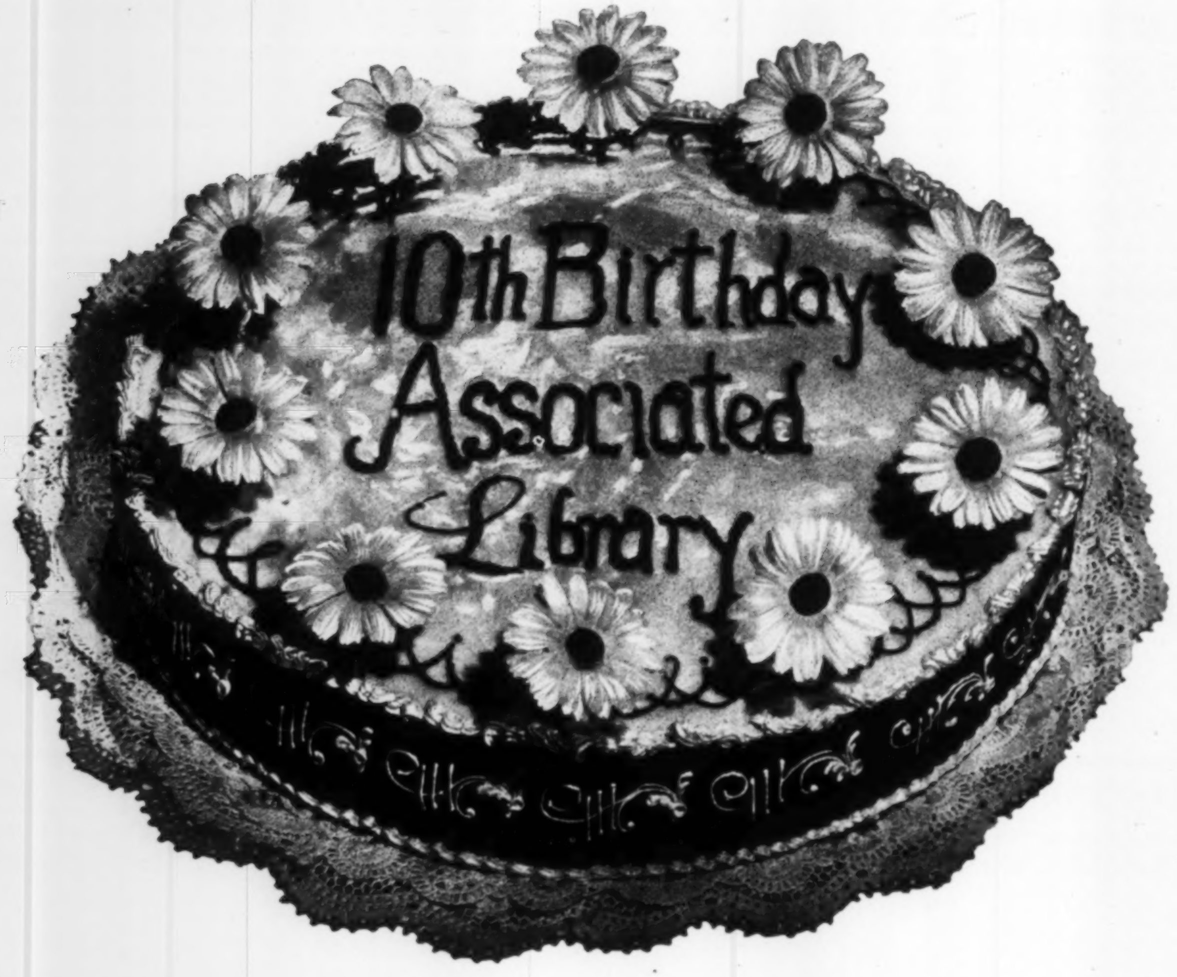
"HOOPER Reveals Something SUPER"

Send for new Hooper Survey of significant Keystone "Beyond-Metropolitan" markets. It proves conclusively that the vast majority of people in these markets listen predominantly to their own local stations, rather than to stations coming in from the outside.

KEYSTONE BROADCASTING SYSTEM, INC.

580 Fifth Avenue, New York 19, N. Y. • 134 N. LaSalle Street, Chicago 2, Ill. • 6331 Hollywood Blvd., Hollywood 28, Cal.

What happened to the Candles?



THE baker was surprised too. A birthday cake with *daisies* instead of candles? What's the idea?

It's *freshness*, Alphonse. The freshness of the big time program material that's getting more listeners and clients for ASSOCIATED subscribers.

The news is getting around . . . fast.

ASSOCIATED has gained more new subscribers in the past few months than in any comparable period in its history!

Ten years old this month, the ASSOCIATED LIBRARY has been kept excitingly, usefully *new*.

Selections that have gone stale are constantly deleted —to make room for the new hits, new arrangements of the old favorites, *today's* top radio talent.

Unlike any other library, *over 85%* of our original basic library has been refreshed this way — replaced with sparkling, timely *program power*. . . an investment of more than $1,000,000!

Investigate ASSOCIATED now. Comparison proves it's America's finest, most useful program service!

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented Nationally by SPOT SALES, Inc.

This little budget went
to WORL, Boston

XUM

We proudly present KOIL'S newscasters

Virgil Sharpe
News Chief
Harry Peck
Special Events
Byron Head
Newscaster
Maurice Thompson
Newscaster
Ted Haas
Newscaster

These newscasters, together with KOIL's newswriters and news services, are jointly responsible for OMAHA'S HIGHEST DAYTIME NEWS RATING.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha
5000 WATTS . . . 1290 KILOCYCLES

(*Continued from page 26*)

York; John M. Outler Jr., WSB Atlanta; Oliver Runchey, KOL Seattle.

Preliminary discussions and investigations revealed two factors that retarded the increased use of broadcast advertising by department stores and other leading retailers; (1) A definite lack of understanding of the retailers' problems on the part of broadcasters. (2) Too little knowledge of the uses of broadcast advertising on the part of retailers.

Sheldon Coons Retained

Need for outside, professional counsel became apparent. After a careful examination of the field, Sheldon R. Coons, nationally famous retailer and business counsel, was selected. Mr. Coons worked with Dr. Julius Hirsch, senior consultant to OPA and former price administrator for the German Reich.

Dr. Paul F. Lazarsfeld, Office of Radio Research, Columbia U., was retained to make a new and original analysis of the use of broadcast advertising by retailers. He and his staff prepared the most complete study that has ever been undertaken in this field. The planning and production of the presentation in its final dramatic form was supervised by W. H. Knowles, vice-president of the Jam Handy organization.

The so-called Master Showing of the Retail Promotion Plan was presented in five parts: "Air Force and the Retailer", "Looking Forward", "America Takes to the Air", "Why Radio Works", "The Commercial". While the Master Showing was in production, the Director undertook the preparation of the *How To Do It* booklets, designed to supplement the presentation. These booklets included *Radio and Retailing in 1943, How To Buy Radio Time, The Elements of A Successful Radio Program, How To Measure Radio Audiences.* The concluding booklet, *How To Promote Your Program,* will be issued shortly.

Volunteer M. C.'s

During production of the Plan, C. E. Arney Jr., NAB secretary-treasurer, prepared the tour schedules and handled the thousand and one details of the showings in 111 cities. As the presentation neared completion, 14 leaders in the broadcasting industry were seselected to act as masters of ceremonies at the showings throughout the country. They included: M. F. (Chick) Allison, WLW Cincinnati (now Lieut., j.g., USNR); Mr. Arney; Lewis H. Avery, NAB Washington; Harry Burke, WOW Omaha; James Gaines, NBC New York; Arthur Hull Hayes, CBS New York; Kingsley F. Horton, WEEI Boston; Walter Johnson, WTIC Hartford; Robert T. Mason, WMRN Marion, O.; John M. Outler Jr., WSB Atlanta; Clyde Pemberton, KFJZ Fort Worth; William C. Roux, NBC New York; Frank V. Webb, KDKA Pittsburgh; Frank Parke Wright, San Francisco Retail Radio Bureau.

Starting at the Hotel Statler in Washington on Oct. 12, 1943, the Plan was shown in 111 cities before more than 23,000 retailers up to and including the presentation in Detroit on Dec. 7, 1943. Since Jan. 1, 1944, it has been presented in six additional cities, so that it has now been seen by nearly 25,000 retailers in 117 cities. One additional showing is even now booked for sometime after Sept. 1.

Sales Managers

Under the vigorous leadership of Dietrich Dirks of KTRI Sioux City, the Sales Managers Executive Committee, selected following the NAB War Conference in Chicago in April 1943, proved to be one of the strongest and most productive committees in the history of the Sales Managers Division. Since the last convention, the Committee has held five meetings, two of which were booked in conjunction with conventions of the National Retail Dry Goods Assn. and the Proprietary Assn. of America, providing excellent representation for the broadcasting industry at those meetings. Members of the Sales Managers Executive Committee, in addition to Chairman Dirks: C. K. Beaver, KARK Little Rock; Sam H. Bennett, KMBC Kansas City; Arthur Hull Hayes, CBS New York; Walter Johnson, WTIC Hartford; James V. McConnell, NBC New York; John M. Outler Jr., WSB Atlanta; W. B. Stuht, KOMO-KJR Seattle; John E. Surrick, WFIL Philadelphia.

Through presentation of the Retail Promotion Plan in San Antonio the broadcasting industry had been offered an opportunity to conduct a clinical test of retail advertising with Joske's of Texas, leading San Antonio department store and a unit of Allied Stores Corp. Plans are now in preparation for a comprehensive study of the application and use of broadcast advertising to every phase of department store advertising and merchandising.

NRDGA SALES PROMOTION CLINIC: The National Retail Dry Goods Asso. invited NAB to participate in its Sales Promotion Clinic at the Netherland Plaza Hotel, Cincinnati, on April 4-6, 1944. The first day was devoted to general advertising and newspapers, the second to display and the third to radio advertising. On Thursday, April 6, Broadcast Advertising Day, panel discussion of advantages and use of broadcast advertising by retailers was led by Dietrich Dirks, KRTI Sioux City, and B. Lewis Posen, Publicity and Sales Director, Hochschild, Kohn & Co., Baltimore, co-chairman. Panel members were: Thomas D. Connolly, CBS New York; Walter Johnson, WTIC Hartford; John M. Outler Jr., WSB Atlanta; Paul McCarthy, Publicity Director, J. N. Adams Co., Buffalo; E. Davis McCutchon, Publicity Director, D. H. Holmes Co., New Orleans; Richard G. Maybohm, Publicity Director, J. W. Robinson Co., Los Angeles.

PROPRIETARY ASSN. ADVERTISING CLINIC: At the invitation of the Proprietary Assn. of America, the Committee prepared a combination talking motion picture and transcribed presentation. The Committee feels that this presentation to the PAA should be the forerunner of like promotions by the broadcasting in-

(*Continued on page 172*)

SELL THE *People* AND YOU'LL ALWAYS SELL THE *Market*

Regardless of whether you employ television, FM or AM transmission to tell your story in the postwar years, one fact will remain the same. Markets will still be comprised of people . . . people you will have to convince; people who will decide to buy or not to buy your product.

In the Southern New England market, dominated by WTIC's 50,000 WATTS, there are 3,500,000 people who possess a buying income that is more than 60% in excess of the national average. For more than 19 years, these people have relied upon WTIC for their radio entertainment and enlightenment. The sales results of advertisers using WTIC's facilities prove the responsiveness of these friendly listeners.

Increase *your* sales in Southern New England. Reach people by using WTIC . . . both now and in the postwar future.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

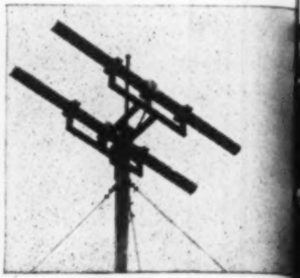
Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Come to the world's

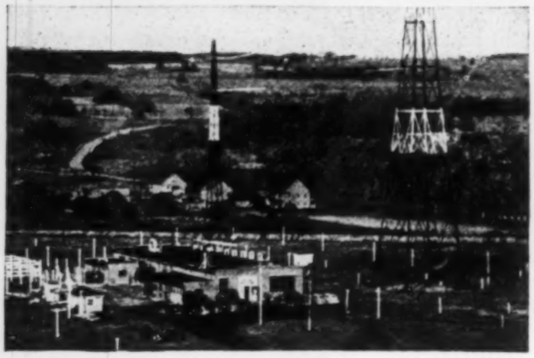
for FM—Television—AM

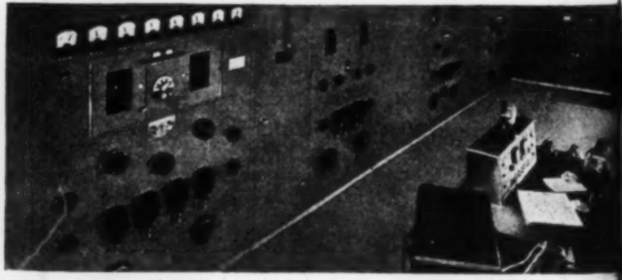
The various G-E studios, stations, equipment and regularly scheduled broadcasts represent the greatest concentration of proving-ground activities in the world for the development and demonstration of FM, television, and standard and shortwave AM. All are located in the Schenectady area—and virtually next door to the engineering laboratories and fac-



WGFM . . . .

WRGB . . . .





WGEO and WGEA

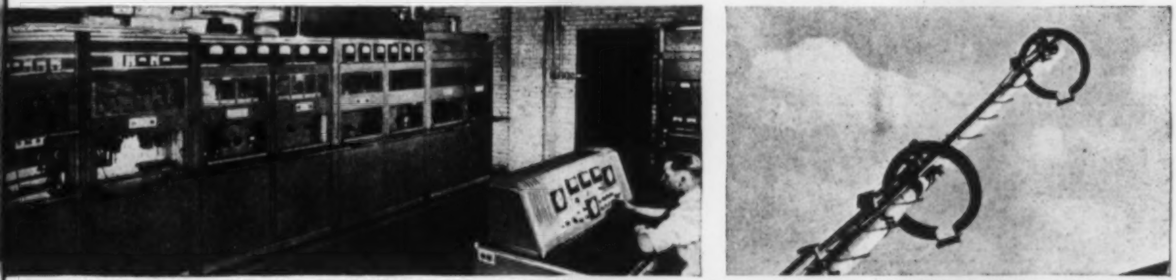
• Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over N.B.C.

STATION AND STUDIO EQUIPMENT
TRANSMITTERS • ANTENNAS
ELECTRONIC TUBES • RECEIVERS

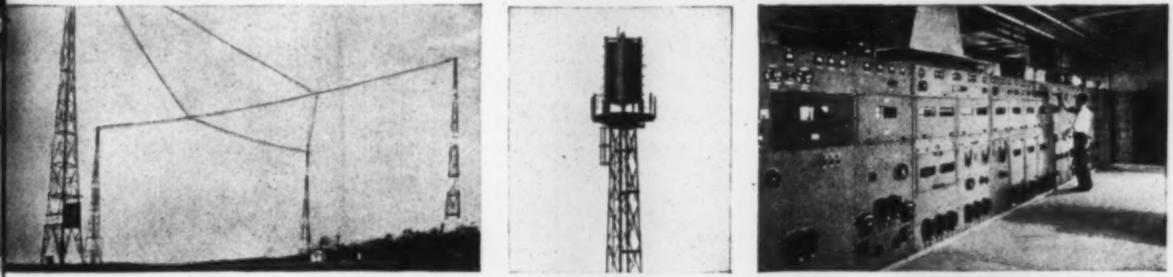
largest proving ground

See G.E. for all three!

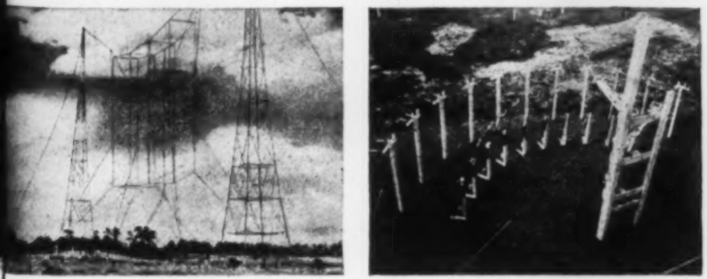
tories in which most of the equipment has been designed and built. So, make it a point to come to General Electric at Schenectady. . . . Here is the place to study the newest methods and equipment; to get a picture of the future of commercial broadcasting—in all three fields; and to plan soundly for post-war station operation.★



The first FM station licensed! (1) The ultra-modern WGY studio, in Schenectady, where WGFM also is located and from which programs are relayed—*without wires*—to the FM transmitter atop the Helderberg Mountains 12 miles away. (2) G-E *S-T* transmitter. (3) G-E high-gain *S-T* relay antenna. (4) FM broadcast transmitter at right, and 50-kw experimental transmitter. (5) G-E FM circular broadcast antenna.



Most powerful and best equipped television station in the world! (1) G-E workshop television studio in Schenectady. From here, through G-E television relay equipment, programs are beamed to the giant transmitter on a mountain-top 12 miles away. (2) A studio interior view. (3) G.E.'s pioneer television relay station which picks up programs from New York City and relays them to the main transmitter. (4) G-E directional relay antenna. (5) The G-E 40-kw television transmitter.



Two of the most powerful international shortwave broadcast stations! (1) Aerial view of transmitter station, and partial view of antenna arrays. (2) G-E high-powered AM transmitter and control console. (3) G-E shortwave broadcast panel antenna. (4) G-E antenna switchyard for the selection of beam antennas for broadcasts to different parts of the world.

FM
EQUIPMENT RESERVATION PLAN
broadcasting post war
Television Broadcasting Post-war

★ Write for any of this informative printed material: Book, *"Radio Broadcasting Post-war"*; book, *"Television Broadcasting Post-war"*; pamphlets on *FM systems and equipment* . . . as well as the *"G-E Equipment Reservation Plan"* which will enable you to obtain quick post-war delivery on equipment you need. Write also for any special information desired; or to make a date to come to Schenectady for a tour of inspection and study of G-E facilities. Address *Electronics Department, General Electric, Schenectady, New York.*

GENERAL ELECTRIC

160-C10-6912-6914

Serving *With Pride*

902 AMERICAN RADIO STATIONS

with

AMERICAN MUSIC FOR TODAY AND TOMORROW

from its storehouse of more than

100,000 COPYRIGHTED COMPOSITIONS

of

AMERICA'S FINEST PUBLICATIONS

THE BEST
MUSIC
SESAC
IN
AMERICA

Answer to your music problems

SESAC PROGRAM BUILDER!

In mails *Now!!* Watch for it!!

475 FIFTH AVENUE,
NEW YORK 17, N. Y.

Over 600 SESAC tunes recorded on commercial and library transcriptions in one month.

"The Road Ahead" - - - -

. . . WILL BE A BUSY ONE

NUNN STATIONS

WLAP
LEXINGTON, KENTUCKY

WBIR
KNOXVILLE, TENNESSEE

WCMI
ASHLAND, KENTUCKY
HUNTINGTON, W. VA.

KFDA
AMARILLO, TEXAS

Yet, "the road ahead" holds a real challenge for broadcasters. The personnel of The Nunn Stations know that every turn of the road will unfold new, progressive ideas, methods of operation and stream-lined research methods. Today, however, members of these stations are giving current broadcasting activities the most careful attention and supervision. Intelligent programming and sound promotion are two of the main factors responsible for the listener loyalty enjoyed by this group. Tomorrow, when a new world looms in sight "around the corner", the Nunn Station will be ready to meet it . . . aggressively, wisely.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON COMPANY

THE NUNN STATIONS

OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN

When you think of
NEW ORLEANS
you think of:
Carnival Balls . . .
and
WWL
NEW ORLEANS
50,000 WATTS

WWL Advt.
Feb. 1, 1941

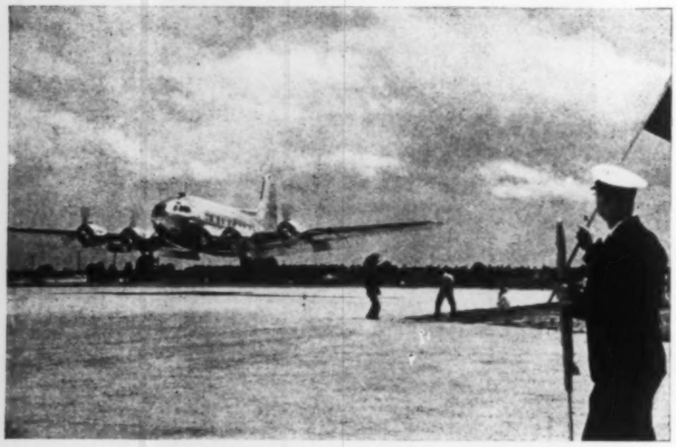
Today—

When You Think of NEW ORLEANS

. . . You Think of

PAN AMERICAN CLIPPER

FLYING IN FROM LATIN AMERICA



. . . AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

ARK.
MISS.
ALA.
GA.
LA.
FLA.
New Orleans
WWL—LAND

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

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Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices, WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: MEtropolitan 1022

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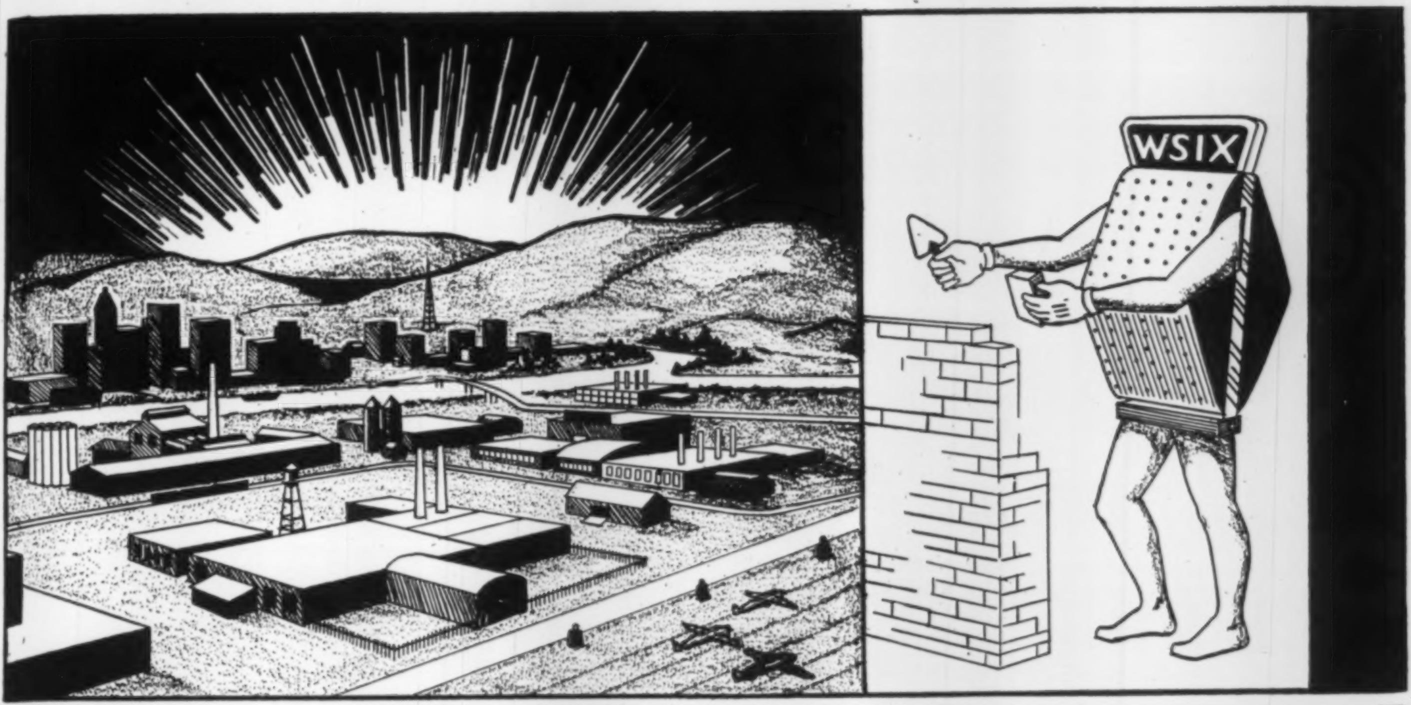
6 Reasons Why KFOR has The "Juvenile Audience" in Nebraska's Capital City Area

DICK TRACY
LONE RANGER
HOP HARRIGAN
TERRY & THE PIRATES
ADVENTURE HOUR
JACK ARMSTRONG

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks
KFOR LINCOLN Nebraska
"Nebraska's Capital City Station"

Build For The Future



Where the Future is assured

WSIX, "the voice of Nashville", covers a market where *after-the-war* as well as *present-day* business prospects are as high as anywhere in America.

This Nashville market, a large segment of the Tennessee Valley that has grown by leaps and bounds in recent years, has the potentialities for even greater prosperity in the future.

Through WSIX you can cover this market *both for today and tomorrow.*

Member Station
The Blue Network and Mutual Broadcasting System
The Katz Agency, Inc., National Representatives

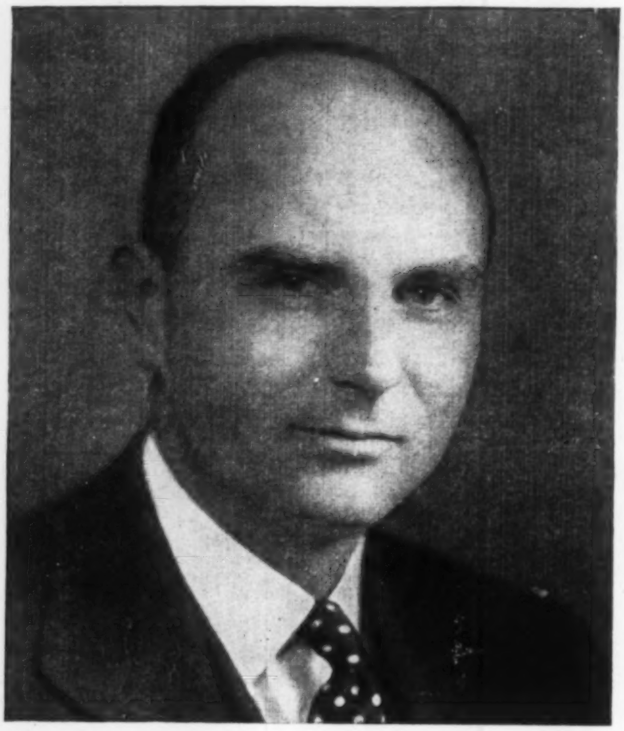
5000
WATTS

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

980
KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE



One year, Georgetown University
Two years, New York Sun
Three years, New York Times
Five years, Parish-Burnham Advertising Agency
Two years, The Sportsman Magazine
Four years, Advertising Manager, The Druggists' Circular
Three years, J. P. McKinney & Son
Free & Peters (New York Office) since January, 1944

Seriously, men, it's

FRANK X. FITZPATRICK!

All business and no monkey-business—that's the word for Frank Fitzpatrick. Give him a job to do, and it's already half finished. Which is no mean talent in this day of our Lord, and many advertisers and agencies have acknowledged it by giving Frank their unqualified confidence and respect.

Yes, with Frank as with all the rest of our "F&P Colonels", *work* is the answer. Most of us can always find time for a lot of fun in our jobs, and none of us, we hope, is a sour-puss. But search as you will, we think you'll not find many organizations in which honest-to-goodness *hard work* is more vigorously or consistently practiced.

That, we think is one of our "priceless ingredients", here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Granite 3615
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 9 WASHINGTON, D. C., AUGUST 28, 1944 $5.00 A YEAR—15c A COPY

FDR and Dewey Hail Radio's War Service

Tell NAB FM, Video Promise Bright Future; 1,000 Register at Chicago

(Messages from President Roosevelt and Gov. Dewey on Pages 40 & 41)

By SOL TAISHOFF

ENCOURAGED by messages from President Roosevelt and Gov. Dewey commending radio for its superb war job, and inspired by the imminent European victory and the brilliant successes in the Pacific, some 1,000 broadcaster-delegates to the NAB Executives War Conference in Chicago this week will blue-print their postwar plans, but only after they have devised means of pressing every watt of energy they possess in the drive toward victory.

From President Roosevelt came something more than a pro forma greeting. In a letter to President J. Harold Ryan he envisioned a future for broadcasting "as bright as its past has been distinguished". He pointed to FM, television and facsimile broadcasting as offering great fields for developments which will enable radio not only to hold its own "but rather to expand and flourish".

Gov. Dewey, in his first public utterance on radio since his nomination at the Republican Convention last June, stood solidly behind the "free radio" plank in the Republican platform, and lashed out against "unnecessary governmental domination". He lauded radio not only for its "valiant war service", but for its "equally valiant fight against those in our midst who would subordinate American radio to Federal wish. . . ."

Any misgivings broadcasters may have had about holding the war sessions in lieu of their 22nd convention, because of transportation and housing conditions, were dispelled with the Aug. 16 action of the FCC in calling spectrum-wide hearings beginning Sept. 28 to shape new allocations. These hearings, the most momentous since radio began, will supply the broad technical base upon which standard, FM, television and facsimile broadcasting ultimately will stand. The FCC hearing call catapulted technical radio into the forefront of conference topics.

The Aug. 28-31 sessions, however, run the whole course of broadcast operations—in a wartime as well as in a peacetime economy. Anticipating the war's end before another membership meeting is held, President J. Harold Ryan developed a program which covers the return toward more normal operations, the reintroduction of competitive selling, and the lifting of war-imposed freezes, which will open the floodgates to establishment of scores, if not hundreds, of additional stations in all classes during the next year, along with the concomitant problems of returning military personnel and broadening of the radio operating base.

Last week advance registrations had reached approximately 800 at the Palmer House, War Conference headquarters, and it was estimated that possibly a gross attendance of 1,000 would be recorded, with a minimum of 200 of the registrants Chicago residents in station, agency or advertiser fields. In keeping with the war tempo, there will be no equipment or merchandising displays, but companies in the manufacturing field will be represented, anticipating substantial business in new standard equipment, as well as in FM and television.

Geared to Business

There was considerable reaction against holding of a conference this year—the third in wartime—because of the attitude of the Office of Defense Transportation against such meetings. This feeling, however, appeared to evaporate as the war picture in the European theatre brightened and as Government, as well as industry, fostered planning toward reconversion and return to peacetime pursuits.

As at the past two conferences, broadcasters will talk shop with Washington officials identified with the war effort, to learn at first hand how they can best aid in the job immediately ahead. While the war flavor will be present throughout the sessions, postwar planning and development will constitute the primary topic. The entire agenda is geared to radio business—minus frills or entertainment.

Kudos for the job radio has done can be expected—possibly direct from the fighting fronts.

Heading the list of speakers will be FCC Chairman James Lawrence Fly, who has selected as his topic "Broadcasting Faces the Future". A speaker at every annual assembly save one since he assumed the FCC helm in 1939, Chairman Fly's appearance has aroused interest, because of the significance of impending postwar allocations and the hearings ahead. He will address the second day's luncheon session—on Wednesday.

The first day's luncheon speaker will be Assistant Secretary of War Robert A. Lovett, whose topic is "The Air Forces Look to the Future". Aviation as an industrial twin of radio, both having had their commercial onsets in the same generation, will be covered.

Ryan In First Appearance

Headlining the third day's luncheon session will be Paul G. Hoffman, president of the Studebaker Corp. and chairman of the Committee for Economic Development, and C. Scott Fletcher, director of field development of CED, who will deal with "The Challenge to Postwar Broadcasting". An inspirational speaker, Mr. Hoffman's economic prognostications have become a byword in business.

Mr. Ryan, who makes his first appearance before a general NAB meeting since he assumed the presidency four months ago, will deliver a progress report covering the 16 months that have elapsed since the 1943 War Conference. Drafted for the NAB helm as the successor to Neville Miller, who had served since 1938, Mr. Ryan accepted the call to serve only until July 1. 1945. At that time he intends to return to his post as vice-president and operating head of the Fort Industry Co., and will return to his

(Continued on page 164)

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PROGRAM OF NAB EXECUTIVES WAR CONFERENCE

Palmer House, Chicago, Aug. 28-31

MONDAY, AUG. 28

9 a.m. to to 5 p.m. Registration, 4th Floor

10 a.m. to 12 noon Committee Meetings: Legislative Committee, Room 1. Sales Managers Committee, Room 17. Accounting Committee, Room 2. Public Relations Committee, Room 8. Engineering Committee, Room 7. Radio News Committee, Room 3.

11 a.m. Broadcast Music Inc. Board of Directors Meeting, Room 5

12:30 to 2 p.m. Committee Luncheon Meeting: Public Relations Executive and Code Compliance Committee, Room 11. Sales Managers Executive Committee, Room 6. Research Committee, Room 4. Clear Channel Group, Room 9. (Business session to follow)

2 to 5 p.m. Committee Meetings: Code Compliance Committee, Room 2. Labor Executive and AFM Steering Committees, Room 5. Music Committee, Room 1. Small Market Station Committee, Room 3

4 p.m. NAB Association of Women Directors, Room 7

7 p.m. Dinner Meetings. NAB Board of Directors, Rooms 8-9. Program Directors Committee, Room 4

TUESDAY, AUG. 29

9 a.m. Registration

9:30 a.m. to 12 noon General Session, Red Lacquer Room Call to Order. "Radio Broadcasting and the War Effort"—President Harold Ryan. Appointment of Conference Committees. Announcements

Broadcast Advertising Clinic

Dietrich Dirks, KTRI, Chairman, NAB Sales Managers' Executive Committee, Presiding.

Review of the Retail Promotion Plan, Paul W. Morency, WTIC, Chairman, Retail Promotion Committee.

What the Program Was Designed to Accomplish.

What It Has Achieved.

Subsequent Developments in Retail Radio Advertising. What NRDGA Is Doing, Llewellyn Harries, Sales Promotion Manager, National Retail Dry Goods Association, New York. Introduction of Assistant Director of Retail Radio Advertising. Clinical Test for Joske's of Texas, in San Antonio.

"If I Were Selling Department Stores"—Paul McCarthy, Advertising and Promotion Director, J. N. Adams & Co., Buffalo,

Participation in the Proprietary Association Advertising Clinic, Purpose of Presentation, John M. Outler, Jr., WSB Atlanta, Ga.

"Post War Opportunities and Problems"—T. A. M. Craven, Vice-President, Iowa Broadcasting System.

Future Plans of the Sales Managers' Executive Committee and the NAB Department of Broadcast Advertising. Study and Presentation to the Building and Housing Industries. Lewis H. Avery, NAB Director of Broadcast Advertising, General Discussion.

12 noon Recess

12:30 p.m. to 2 p.m. General Luncheon, Grand Ball Room. "The Air Forces Look to the Future"—Honorable Robert A. Lovett, Assistant Secretary of War for Air.

2:15 p.m. to 5 p.m. Public Relations Clinic.

Edgar Bill, WMBD, Chairman NAB Public Relations Executive Committee, Presiding.

Presentation of "Certificate of Appreciation" by the U. S. Signal Corps to Arthur Stringer, NAB director of promotion and circulation.

Colonel Leland H. Stanford, Signal Officer Sixth Service Command.

"Broadcasters' Public Relations"—Charles Francis Coe, Vice-President and General Counsel, Motion Picture Producers and Distributors of America, New York.

"Radio—Our Newest Freedom"—Honorable Bourke B. Hickenlooper, Governor of Iowa.

Report of NAB Radio News Committee—Karl Koerper, KMBC, Chairman.

"The Council on Radio Journalism"—Fred S. Siebert, President American Association of Schools and Departments of Journalism, University of Illinois.

"Women"s Role in Radio"—Miss Ruth Chilton, WCAU, President NAB Association of Women Directors.

Report of NAB Program Directors Committee. Harold Fair, WHO, Chairman.

"Programming"—Clarence Menser, Vice President in charge of Programs, National Broadcasting Company.

"The Radio Council Plan"—A Symposium—Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities, presiding. 'Prestige for Radio,' E. L. Hayek, KATE, Director NAB 11th District. W. O. Wiseman, WOW promotion director. 'Program Promotion,' 'Free Time Requests,' William B. Quarton, WMT, Chairman, NAB Code Compliance Committee. 'Radio Education,' Kolin Hager, WGY, Director NAB 2nd District. 'Youth Interests,' F. C. Sewell, WLAC. Resource Panel: C. S. Young, WBZ, Gene O'Fallon, KFEL, Ralph Hardy, KSL, I. R. Rosenhaus, WAAT, Craig Lawrence, WHOM.

5 p.m. Adjournment

WEDNESDAY, AUG. 30

9:30 to 11 a.m. Station Coverage Method: Report of NAB Research Committee, Hugh M. Feltis, KFAB, Chairman. Report of NAB Sales Managers Executive Committee, Dietrich Dirks, KTRI, Chairman. Advertising Agency View, Frederic R. Gamble, President, American Association of Advertising Agencies. Discussion: Panel of Radio Station and Advertising Agency Executives headed by Roger Clipp, WFIL, Bureau of Standards for Audience Measurement: Progress Report, Hugh M. Feltis, KFAB, Chairman NAB Research Committee. Discussion.

11 a.m. to 12 noon Business Session of National Association of Broadcasters: Nomination and Election of Directors at Large. Consideration of Proposed Amendments to NAB By Laws. Recess.

12:30 to 2 p.m. General Luncheon, Grand Ball Room. Honorable James Lawrence Fly, Chairman Federal Communications Commission—"Broadcasting Faces the Future."

2:15 to 3:15 p.m. Small Market Station Panel: "What We've Learned About the Problems and Possibilities of Small Market Stations" — Marshall Pengra, KENR, Chairman NAB Small Market Station Committee.

"What About National Spot Business," a Chart Presentation of the Coverage Study by the NAB Engineering and Research Departments.

"The Determination of ½ mmv Contour Lines,"" Howard S. Frazier, NAB Director of Engineering.

"The Estimation of Primary Coverage," Paul F. Peter, NAB Director of Research.

"Summary and Suggestions for Group Selling," Lewis H. Avery, NAB Director of Broadcast Advertising.

"A Small Market Station as a Training Ground," William B. Smullin, KIEM.

"The Opportunity and Responsibility of Small Market Station Managers," a Transcribed Presentation.

Discussion.

3:15 to 3:35 p.m. "The Sixth War Loan—What Radio Can Do to Better Help," Ted R. Gamble, National Director, War Finance Division, Treasury Dept.

3:35 to 4:50 p.m. Music Clinic: Report of the NAB Music Committee, Campbell Arnoux, WTAR, Chairman.

Broadcast Music Inc., Merritt Tompkins, Vice President and General Manager.

Discussion.

Adjournment

THURSDAY, AUG. 31

9:30 to 11 a.m. Labor Clinic: "NAB Labor Relations—A Look Ahead," John Morgan Davis, NAB General Counsel for Labor Relations.

"The AFM Recording Ban," Sydney Kaye, NAB Special Counsel.

"The AFM 'Platter-Turner' Situation," a Report.

"The AFRA 'Pay-Within-Pay' Principle," William J. Friedman, Attorney for Chicago Class B Stations.

Discussion.

11 a.m. to 12 noon Legislation: Report of the NAB Legislative Committee, Don S. Elias, WWNC, Chairman.

Recess

12:30 to 2 p.m. General Luncheon, Grand Ball Room. "The Challenge to Post-War Broadcasting." Paul G. Hoffman, Chairman, and C. Scott Fletcher, Director of Field Development, Committee for Economic Development, New York.

2:15 to 4:45 p.m. "The Post War Future of Broadcasting"—A Symposium: Commander T. A. M. Craven, Presiding.

A Factual Discussion of AM, FM, Television and Facsimile designed to bring before the broadcasters data which will be of value in determining post-war expansion.

Each of the following will speak for fifteen minutes: Paul Chamberlain, General Electric Co. Thomas F. Joyce, Radio Corporation of America. William B. Lodge, Columbia Broadcasting System. Frank E. Mullen, vice-president, NBC, "The Challenge of Post-War Broadcasting." Maj. Edwin H. Armstrong. Paul F. Godley, Consulting Engineer. John V. L. Hogan.

General discussion: Any member of the panel is privileged to direct questions to any other member. Questions may be asked from the floor Statements from the floor shall not be longer than three (3) minutes.

Adjournment.

FRIDAY, SEPT. 1

10 a.m. NAB Board of Directors.

NAB DISPLAYS

ALTHOUGH there will be no formal displays at the NAB Executives War Conference, exhibitors assignments at the Palmer House are:

Amperex Electronic Corp.	704
Blaw-Knox Co.	701
BROADCASTING Magazine	728-729
Chicago Radio Executive Club	727
Federal Tel. & Radio Corp.	752-754
General Electric Co.	742-743-744
Keystone Broadcasting System	736
Langworth Recording	705
NBC Recording Co.	739-740
Presto Recording Co.	702-703
Radio Engineering Laboratories	706
RCA Mfg. Co.	733-734
Schwimmer & Scott	747-748
Standard Radio	731-732
Western Electric Co.	736-738

Headquarters of BROADCASTING Magazine will be maintained in the Palmer House during the NAB Executives War Conference. Suite 728-729.

Roosevelt Message to Ryan

Aug. 23, 1944

DEAR MR. RYAN:

I send my hearty greetings to the executives of the radio broadcasting industry who are conferring in Chicago on the wartime functions of broadcasting and on post-war plans. Certainly, broadcasting is to be congratulated on its contributions to the winning of the war, and I know that you will not diminish your efforts in even the slightest degree until the final victory is ours.

Careful planning, too, will ensure a future for broadcasting as bright as its past has been distinguished. Out of this war have come technical improvements, now being utilized by the armed forces, which will most favorably affect the peacetime broadcasting of the future. FM, television and facsimile broadcasting offer great fields for developments which will enable your industry not merely to hold its own during the period of conversion and demobilization, but rather to expand and flourish. I confidently trust that you will plan soundly for the maintenance of all broadcast services on a plane which will be beneficial to the public and successful for the industry.

Very sincerely yours,

/s/ FRANKLIN D. ROOSEVELT

Mr. J. H. Ryan,
National Association of
Broadcasters War Conference,
The Palmer House,
Chicago, Illinois.

Late Registrations

A

Ackerberg, Herb, CBS New York.
Adair, George P., FCC, Washington.
Adelman, Pat, KTBC Austin, Tex.
Andrew, Dr. Victor J., Victor J. Andrew Co., Chicago.
Allen, Walter H., KALB Alexandria, La.
Atlass, Leslie, WBBM Chicago.
Atlass, Ralph L., WIND Chicago.

B

Baillie, George, WSMB New Orleans.
Bartlett, Betty, KFRE Fresno, Cal.
Bartlett, Paul R., KFRE Fresno, Cal.
Bausman, Robert, WISH Indianapolis.
Baylor, Ben, WMAL Washington.
Bennett, Samuel H., KMBC Kansas City.
Blackwell, George, WBLK Clarksburg.
Boler, John W., North Central Broadcasting System, St. Paul.
Bookwalter, L. S., KOIN Portland, Ore.
Borrah, Judge Wayne G., WSMB New Orleans.
Bowman, Georgia, American Red Cross.
Brandborg, Gustav A., KVOO Tulsa.
Bratton, Verl, WREN Lawrence, Kan.
Burkland, Carl, WTOP Washington.

C

Caldwell, S. W., CVBC Toronto.
Campbell, Martin, WFAA Dallas.
Capellini, E. R., KALB Alexandria, La.
Carey, John T., WIND Chicago.
Chamberlain, Howard, WLW Cincinnati.
Chilton, A. L., KSKY Dallas.
Church, Arthur B., KMBC Kansas City.
Church, Wells (Ted), Republican National Committee.
Claringbull, D., Canadian Broadcasting Corp., Toronto.
Clinton, Mr. & Mrs. George, WPAR Parkersburg, W. Va.
Connolly, James, Blue New York.
Connolly, Tom, CBS New York.
Conrad, Frank, Blue New York.
Coombs, Clyde F., KARM Fresno, Cal.
Coulter, Douglas, CBS New York.
Coulson, Charles W. L., WHAS Louisville.
Crandall, George, CBS New York.
Curtis, James R., KFRO Longview, Tex.

D

Davis, Harold, WCAU New York.
Dawson, William M., WARM Scranton, Pa.
DeHority, W. C., WAML Laurel, Miss.
Denny, Charles R., Radio Engineering Labs., Chicago.
Diethert, R., Radio Engineering Labs., Chicago.

(Continued on page 41)

Radio's Crying Need Is New Law — Ryan

JOHN HAROLD RYAN

Future of American System Must Be Assured by Clarifying Rights

By J. HAROLD RYAN

President, National Association of Broadcasters

WHEN the war came to the United States it furnished the American System of Broadcasting an unequalled opportunity for service. American Radio accepted it as a command. The technique of radio news service had been steadily improving since its introduction a scant 10 years ago. Its expansion was most noticeable after America entered the war, culminating in the superb performance on the Normandy beachheads, wither, through radio the American public practically accompanied their forces as the invasion started and as it continued on its way.

Never before has the world been given such a closeup and veritable account of the progress of a battle as has been furnished in the course of the fighting in France. All the sounds of a modern battle have been brought home to the people in their horrible reality. Tales of heroism have been recounted before our very ears. It has been a wonderful job, superlatively done.

54 Billion Impressions

With the country at war, the Government had need to carry the story of its requirements to the people, and there again radio stepped in, and acquitted itself well. During the campaigns conducted by the Government covering recruitments of various kinds, Bond sales, conservation of many materials, explanations of regulations, etc., it is conservatively estimated that radio gave the American public over 54,000,000,000 listener-impressions—in other words, that it reached every person in the entire population 400 times with its war messages. In a monetary way, it is figured that in 1943 alone, advertisers over the air, plus networks and radio stations themselves, contributed over $200,000,000 worth of time on the air to war messages.

While covering these war phases, the American System of Broadcasting continued to furnish the best all-around radio programs in the

(*Continued on page 160*)

Late Registrations

(*Continued from page 40*)

Dillard, Everett L., Commercial Radio Equip. Co., Washington.
Dunn, Jack, WDAY Fargo, N. D.
Dunville, Robert E., WLW Cincinnati.

E

Eaton, Tom WTIC Hartford.
Endriss, Mr. & Mrs. Paul, WMAN Mansfield, O.
Ethridge, Mark, WHAS Louisville.
Evans, Edward, Blue New York.
Evans, Mr. & Mrs. Flem, WSAZ Huntington, W. Va.

F

Fellows, Harold, WEEI Boston.
Fletcher, Fred, WRAL Raleigh, N. C.
Floyd, Quinn, KFFA Helena, Ark.
Forster, Maj. Ralph, Joint Liaison Committee, British Embassy, Washington.
Frechette, George T., WFHR Wisconsin Rapids, Wis.

G

Gammons, Earl, WTOP-CBS Washington.
Grabhorn, M. B., Blue New York.
Grinalds, Archie, Blue New York.

H

Hance, Kenneth, KSTP Minneapolis-St. Paul.
Hanson, O. B., NBC New York.
Hardy, Ralph, KSL Salt Lake City.
Hawks, Stanley, KRNT Des Moines.
Hayes, Arthur Hull, CBS New York.
Heinecke, Paul, SESAC, New York.
Hillis, Mrs. Hazel, Radio Council, Des Moines.
Hover, Fred R., WFIN Findlay, O.
Huffman, W. F., WFHR Wisconsin Rapids, Wis.
Hutchinson, W. E., WAAF Chicago.

J

Jeffery, Kent L., WFIN Findlay, O.
Jones, Merle, KMOX St. Louis.
Joscelyn, Austin E., WCCO Minneapolis.

K

Karol, John, CBS New York.
Kean, Walter, Victor J. Andrew Co., Chicago.
Kendrick, Herbert, Beckley, W. Va.
Knight, Ivor, Blue New York.
Knight Jr., W. T., WTOC Savannah, Ga.
Knodel, J. W., Free & Peters, Chicago.
Koerper, Karl, KMBC Kansas City.

L

Lane, Mr. & Mrs. Howard, CBS New York.
Lodge, William, CBS New York.

M

Matison, D. A., WAML Laurel, Miss.
McBride, W. G., WDBO Orlando, Fla.
McCarty, Rhea, WCOL Columbus, O.
McConnell, Bruce, WISH Indianapolis.
Meighan, Howard, CBS New York.
Memolo, Martin F., WARM Scranton, Pa.
Midgley, Ned, CBS New York.
Milne, James, WATR Waterbury, Conn.
Morelock, Vernon, Anfenger Adv. Agency, St. Louis.
Morency, Paul, WTIC Hartford.
Moroney, Jim, WFAA Dallas.
Mullin, Earl, Blue New York.
Mullinax, Edwin, WLAG LaGrange, Ga.
Myers, C. W., KOIN Portland, Ore.

N

Nimmons, Ralph, WFAA Dallas.
Norris, S., Amperex Electronic Corp., Brooklyn.

O

O'Hara, Mr. & Mrs. J. M., WMAN Mansfield, O.

P

Park, Eldon, WLW Cincinnati.
Part, John, Mason United Advertisers, Toronto.
Powell, Hugh J., KGGF Coffeyville, Kan.

Q

Quarton, William B., WMT Cedar Rapids.

R

Ream, Joseph, CBS New York.
Ring, A. D., Ring & Clark, Washington.
Roberts, Don, CBS Chicago.
Rockwell, R. J., WLW Cincinnati.
Ross, Cecil C., Radio Research Lab., Cambridge, Mass.

S

Sample, H. Gene, Rich's, Atlanta.
Schloss, Pete, Blue New York.
Schudt, William, CBS New York.
Schwimmer, Walt, Schwimmer & Scott.
Shannon, Ray, WHAS Louisville.
Siegel, Walter, WTOP Washington.
Slates, Mr. & Mrs. William, KFPW Ft. Smith, Ark.
Smith, Harry M., WLW Cincinnati.
Stanton, Frank, CBS New York.
Street, R. A., McClatchy Stations, Sacramento.
Swezey, Robert, Blue New York.

T

Talbot, A. H., Times-Picayune Pub. Co., New Orleans.
Terry, Marshall, WLW Cincinnati.
Thompson, Dr. W. H., KFAB Omaha.
Thornburgh, Don, KNX Los Angeles.
Turnbull, Henry, Republican National Committee.

V

Van Volkenberg, J. L., WBBM Chicago
Vaughn, Carl, KPAC Port Arthur, Tex.
Vosse, Fred, Schwimmer & Scott, Chicago.

W

Wagman, Muriel, Sorenson & Co., Chicago.
Walker, L. E., Graybar Elec. Co., Richmond, Va.
Wehrmann, H. F., Times-Picayune Pub. Co., New Orleans.
Weiland, Jonas, WFTC Kinston, N. C.
Welsh, Josephine, WSAR Evanston, Ill.
White, Frank, CBS New York.
White, Paul, CBS New York.
Whitlock, E. S. WRNL Richmond, Va.
Willard Jr., A. D. (Jess), WBT Charlotte.
Williams, Benjamin B., WTOC Savannah, Ga.
Wirth, Don, WFHR Wisconsin Rapids, Wis.
Wiseman, William, WOW Omaha.
Wolfskill, Robert F., Commercial Radio Equip, Co., Kansas City.
Woodward, Milton W., Commercial Radio Equip. Co., Kansas City.

Y

Yarbrough, J. E., WDBO Orlando, Fla.
Yocum, Ed, KGHL Billings, Mont.

Z

Ziv, Mr. & Mrs. Frederic W., Frederic W. Ziv Co., Cincinnati.

Dewey Message to NAB

TO THE OFFICERS and membership of the National Assn. of Broadcasters:

American broadcasters in war conference in Chicago may, with full justification, look with pride upon the part they are playing in the winning of the war which now engages us.

From the commentator who speaks with mental caution into his microphone while under fire on the battlefields of France, to the hard-headed salesman who sells his client a war bond appeal announcement instead of a regular commercial appeal, you have all held the industry record high.

Your war service has been given under the banner of free radio, and radio in America must always be free of unnecessary governmental domination. Particularly your industry must be free of Administration interference so that you may carry out the modern form of the traditional town meeting. Just as political questions of early days were settled at town meetings, so the political questions of today must have full discussion on the air.

To that end, the Republican Party, in its platform adopted at Chicago last June, stands for freedom of radio.

That plank in my party's platform I heartily endorse.

On this occasion of your war conference, let me salute you of the radio industry for your valiant war service, for your equally valiant fight against those in our midst who would subordinate American radio to Federal wish, and for the part I know you will play in the future in the establishment of a truly great, new, peacetime America.

Albany, N. Y. /s/ THOMAS E. DEWEY
Aug. 23, 1944

GROUP MEETINGS

MONDAY

2 p.m.—Blue Network affiliates business meeting. Red Lacquer Room.
3 p.m.—Columbia Broadcasting System districts 2 and 6 business meeting. Room 15-16.
4 p.m.—National Broadcasting Co. Parade of Stars meeting. Room 14. Mutual Broadcasting System affiliates business meeting. Crystal Ball Room.
5 p.m.—NBC affiliates cocktail party. Room 18. Blue Network affiliates cocktail party. Red Lacquer Room. CBS affiliates cocktail party. Grand Ball Room, Drake Hotel. Mutual Broadcasting System affiliates cocktail party. Crystal Ball Room.
7 p.m.—Blue Network affiliates dinner. Red Lacquer Room.

TUESDAY

4 p.m.—Keystone Broadcasting System affiliates business meeting. Room 17.
6 p.m.—Columbia Broadcasting System advisory board dinner. Rooms 8-9. Keystone Broadcasting system affiliates dinner. Crystal Ball Room.

Lea Urges Definitive Radio Legislation

Questions Supreme Court Decision; Advocates Longer Licenses

By REP. CLARENCE F. LEA

Chairman, House Interstate & Foreign Commerce Committee
Chairman, House Select Committee to Investigate the FCC

OUR ORIGINAL radio law was enacted in 1927; that Act was not substantially changed by the Communications Act of 1934. So in effect the Federal Communications Commission is operating under an Act passed 17 years ago.

Since that time revolutionary changes have occurred in the development and discovery of methods of radio transmission. We have also had 17 years of experience in governmental regulation.

FCC Powers Uncertain

It is my belief that our radio legislation needs reconsideration and revision to give it practical adaptation to the changed conditions and experience since the original Act was passed.

Experience has developed important uncertainties as to the powers and duties of the Commission. There has been widespread criticism of the Commission on the ground that it has unduly exercised powers of doubtful authority. In some instances, these powers were probably not in the contemplation of Congress when the original Act was passed. Proper disposal of the legislative problems as to such matters involves a consideration of not only what the present law may be but also what policy should be established by Congress in defining and limiting such powers in view of the developments and experiences of the last 17 years.

It is generally conceded that legislation is needed to improve the legal procedure for conducting hearings by the Commission and the disposal of applications by it.

REP. LEA

The recent Supreme Court decision confirming the broad authority of the Commission to regulate the networks was contrary to a commonly accepted view of the powers of the Commission held by many members of the legal profession. In view of this definition of authority given by the Supreme Court, there is a necessity for Congress to consider, clarify and define the authority of the Commission in relation to this and other important activities of the Commission.

This decision leaves further doubts as to the powers of the Commission. I think experience shows that any Commission established by Congress should be reluctant to exercise powers of doubtful legal authority. In case of such doubts, the matter better be determined by recommendations to Congress for appropriate legislation to define the powers and duties of the Commission.

There are also instances in which powers properly belonging to the Commission deserve to be definitely limited and restrained by legislative enactment.

Longer Licenses Needed

The broadcasting industry has become one of the great institutions of the country. It is now largely dependent for the continuation of its licenses or permits on the more o less undefined discretion of the Federal Communications Commission. This seems to be a proper subject for consideration and legislation with a view of more clearly defining the duties of the Commission as to the granting and regulation of licenses.

Consideration might also be given to the question of giving a greater degree of stability to the industry by the granting of more extended licenses and of establishing a more judicial system for disposing of complaints involving the penalization or revocation of licenses. The extent and purposes of regulatory controls might also be considered and defined.

The war period and its problems have laid heavy burdens upon the members of Congress. It has been a difficult, if not impractical, time to expect Congress to give proper attention to these subjects that have no direct relation to war problems.

I do believe that our military situation will be such that the next Congress should and will give that degree of attention to the need of improvement of our radio communication legislation that is necessary to meet the needs of the industry at this time; to provide proper methods of procedure before the Commission; and to define and limit the purposes and extent of its regulatory powers. This should be done.

DESPITE shattered hopes for radio legislation when the White-Wheeler Bill (S-814) died, Rep. Clarence F. Lea (D-Cal.) chairman of the House Interstate & Foreign Commerce Committee and the Select Committee to Investigate the FCC, is convinced it's time not only for a new radio law, but one that will define the FCC's powers, rights of broadcasters and stabilize radio through long-term licenses. A native Californian, the 70-year-old lawmaker has been in Congress since 1917 and 13 of 14 terms he was the nominee of both major parties from the First California District. As chairman of the standing committee since 1937 and as head of the Select Committee since last October, Mr. Lea studied the Communications Act; has watched radio's rapid growth. In light of the White-Wheeler Bill's demise, Rep. Lea's views give added importance to radio legislation prospects.

War Fund Drive To Utilize Radio

Committee Named Includes Ryan, Busk and Robinson

NATIONAL WAR FUND last week set in motion plans for radio support of the 1944 campaign. Jesse Butcher, radio director, distributed to networks, local stations and local community or war chests a radio kit, containing organization hints, station breaks, spot announcements, feature material and an outline of available recorded promotion. Drive starts Sept. 20 and will run for about seven weeks.

Early in the week, at a meeting of the New York War Fund, attended by representatives from the radio, advertising and entertainment fields, Harold A. Lafount, president, Atlantic Coast Network, and chairman of the NYWF radio division, said that he had received pledges of full industry participation in the local phases of the drive. Allen Roberts, assistant radio director of the New York War Finance Committee, Treasury Dept., is radio director for the New York campaign.

Committee Named

The radio kit was prepared in cooperation with the radio bureau of the Office of War Information and the NWF radio advertising committee, headed by Joseph R. Busk, of Ted Bates Inc., New York. Committee includes Hubbell Robinson, Young & Rubicam, New York; S. Caldwell Swanson, J. Walter Thompson Co.; S. Heagen Bayles, Ruthrauff & Ryan Inc., and Harold Wengler, Ted Bates Co. J. Harold Ryan, NAB president, heads the NWF's network and local stations committee, which comprises the presidents of the four major networks and 16 station executives. Included in the kit is a personal letter from Mr. Ryan to station operators, urging their support.

ARMY LIBERALIZES RADIO RESTRICTIONS

REVISED instructions have been issued by the War Dept. liberalizing the amendments to Title V of the Servicemen's Voting Law, concerning dissemination of radio programs, moving pictures, books, magazines, newspapers to the armed forces.

The only legal restriction placed on broadcasts or rebroadcasts is the stipulation that "if the Army rebroadcasts a 'political address' it must give equal time, if requested for such purpose, to representatives of each political party having a Presidential candidate in at least six States".

Educational programs of the Army are unrestricted. News programs originated by the Army must be "impartial and nonpartisan". However, if "time is allotted to editorials or columns supporting a political party which has a Presidential candidate in at least six States, an equal amount of space or time shall be allotted in the same . . . presentation to similar matter concerning each such other political party," according to the War Dept.

Morrell Continues

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), effective Sept. 30 renews sponsorship of quarter-hour news show, featuring Alex Dreier, on the full NBC network, Saturdays, 9:45-10 a.m. with a repeat 11-11:15 a.m. Contract is for 52 weeks through Henri, Hurst & McDonald, Chicago.

The Pattern of Postwar Broadcasting

FM, Television and Facsimile Offer Challenge to Stations, Networks

By BRUCE ROBERTSON

IN SCHEDULING a panel discussion of postwar problems as a major part of its War Conference, the NAB is displaying no lack of patriotism but is taking positive action in the public interest. The pattern of wartime broadcasting has long been set and successfully been followed; radio will continue to follow that pattern as long as it will contribute to an Allied victory over Germany and Japan.

Peace Problems

But the war will not last forever and the problems of peace are not so small that they can be settled in the few hours between V-day and the resumption of a peacetime economy. Like other great American arts and industries, broadcasting must be ready to provide jobs for its former employes returned from military service—about 25% of all radio station personnel—and to provide the public with the best possible program—aural programs by both AM and FM, picture service via television and facsimile, utilizing for all these services the improved equipment, skills and techniques developed for military purposes.

Already the War Production Board has indicated that if the war in Europe is pushed to a successful culmination this fall, materials will be released next year for full-scale production of radio receivers for civilian use.

Practically all receiver manufacturers are planning to provide for FM as well as AM reception in their postwar lines and many intend to produce television receivers as well. And already many broadcasters are planning to supply the services which will make the public want to own these new receivers. There are 46 FM stations now licensed and 210 applications before the FCC. In television, 24 stations are now licensed and 68 applications have been filed.

But before stations can be erected and sets built, standards must be set and allocations made. Industry, through the Radio Technical Planning Board, and Government, through the Interdepartment Radio Advisory Committee, have long been studying the many technical problems involved in providing for the best possible service in the immediate postwar era without blocking the way for the introduction of future improvements.

Channel Width

While some major considerations, such as the proper width of transmission channels for FM and television and the place of these services in the frequency spectrum, are still being hotly debated, definite and rapid progress has been made. It can be confidently expected that unless political considerations are allowed to supersede engineering knowledge the questions of standards and allocations will be settled in time to enable broadcasters and manufacturers to go ahead as soon and as rapidly as military considerations permit.

What About FM?

The settling of the technical problems, however, marks only the beginning of the questions which the broadcaster must answer. Should he devote himself exclusively to continuing his present AM service—a good service for public and advertiser and a profitable operation for the broadcaster—which now reaches more than 90% of the homes in the country?

Should he invest $30,000 (or $130,000) in an FM station, plus operating costs? If he does not enter this new field of broadcasting, will he be inviting competition utilizing a better technical service that may some day supplant AM entirely? If he does go into FM, is he prepared to provide good program service to the purchasers of FM receivers for an indeterminate period of operation at a loss?

Industry estimates indicate that FM sets will go into some 20,000,000 homes within five years after the resumption of manufacture, but as most of those will be combination AM-FM sets, AM will still at that time provide the major program service for the public and the major medium for national advertisers.

Costs Are Higher

Much the same type of questions must be answered about television, except that here the investment and operating costs are much higher than for FM, and a completely new type of program service must be developed. The selling force of television is such that commercial rates will undoubtedly be much higher per home than in sound broadcasting, but the higher price of receivers will probably make television a class rather than a mass medium for years to come.

Facsimile, Too

Facsimile is another new field available for exploitation by broadcasters in the postwar era, offering the public a text-and-picture service on paper, like a newspaper or magazine, but delivered by radio. The novelty appeal of facsimile and the anticipated low cost of receivers, plus its ability to provide a visual and permanent advertising medium, have already aroused the interest of a number of station operators.

Technically these new services are ready to go the minute the green light of Victory is flashed. But they represent opportunities which must be grapsed, not inherent rights which will automatically fall to the broadcasters just because they, like present day radio, are electrically transmitted through the air from station to home.

Newspaper publishers, ruefully recalling the missed opportunities to get in on the ground floor of radio 20 years ago; motion picture producers, determined not to allow others to control new forms of entertainment offering a potential threat to theater attendance; department store operators, visualizing the possibilities of displaying their merchandise in the home; other far-seeing business men, alert to new opportunities—all are eying FM, television, facsimile with more than casual interest.

Must Pioneer

If today's broadcasters are going to continue to supply the nation with its radio entertainment and information they must resume the pioneering role they fulfilled so successfully a score of years ago, when they took the radio developments of World War I and turned them from military communications into a great peacetime service.

BROADCASTING urges every broadcaster to read with care the articles in this special NAB War Conference edition, and to attend the postwar session of the Conference. Then start thinking, as well and as earnestly as you ever thought about anything else in your life, about your place in the postwar broadcasting picture. Don't delay. The time is now.

RADIO TECHNICAL PLANNING BOARD group which met at New York's Hotel Roosevelt July 27 [BROADCASTING, July 31] to study the possible reduction of the FM panel band are, clockwise around table (outside): D. J. MacFarlane, Herb A. Friede, Frank W. Walker, Capt. D. S. Leonard, George H. Osborne, E. K. Cohan, C. J. Young, C. W. Hansell, W. W. Markel, Comdr. A L. Budlong, Lt. Col. Alva G. Simson, Lt. Comdr. P. D. Miles, Austin Bailey, F. M. Ryan, C. B. Jolliffe, Mrs. Nina Harrison, W. C. Lent, Dr. A. N. Goldsmith, Dr. W. R. Baker, L. C. F. Horle, W. C. White, A. W. Baker, C. E. Pfautz, R. E. Shelby, W. B. Lodge. Inside table: L. J. Boss, E. C. Denstaedt, D. E. Noble, Donald Folland, D. G. Little, H. B. Marvin, J. P. Veatch, P. F. Siling, Haraden Pratt, Howard Frazier, P. D. Andrews; T. T. Goldsmith, A. F. Murray, Mr. Brown, Mr. Moore. Standing: (l to r), G. F. Leydorf, K. A. McKinnon, K. M. Hoover, G. Brown, K. B. Warner, Maj. Gen. J. O. Mauborgne, V. C. Chappell, J. L. Niesse, A. J. Costigan, B. E. Shackelford, L. J. A. van Lieshout, O. M. Black, J. E. McCormick, D. L. Christmal, A. C. Holt, Mr. Totterton, G. H. Underhill, Maj. C. M. Clothier, Maurice L. Levy, G. G. Langdon, H. E. Kent. The group discussed plans for development of FM broadcasting after the war.

Three-Fourths of All Stations Respond to WAC Air Schedule

BETWEEN 75 and 80% of the nation's stations have responded to the four-week ten-a-week announcement schedule for the Women's Army Corps offered last week to all stations and many contracts have been placed by Young & Rubicam, New York, agency in charge of WAC advertising, it was learned last week. Agency, however, up to the weekend declined to issue a box score of acceptances and refusals or a list of those stations which will definitely carry the spots, stating that this information will not be released until the placement is complete. Approximately $500,000 is earmarked for radio, if all stations should accept.

Carlos Franco, manager of the Y & R timebuying department, explained that a great many stations have complied with the original specifications drawn up by the agency and approved by the War Dept.—one one-minute recorded announcement and one station break, five night a week, Monday through Friday, between the hours of 6 and 10 p.m.—but others have not. Some stations, he said, quoted availabilities for station breaks but not for announcements. Others quoted them for announcements only. Some offered times after 10 p.m. or before 6 p.m. and some offered time on Saturday and Sunday. Some merely said they have no availabilities between 6 and 10 p.m. Some explained they are daytime stations which leave the air at sunset.

Some stations said they were unwilling to accept payment from the Government and certain of these offered to carry the WAC announcements on a sustaining basis. Many stations, Mr. Franco said, which had told the NAB they would accept the WAC advertising, said "no" to Young & Rubicam.

NBC and CBS reported that no Government advertising will be accepted on a commercial basis by their owned and operated stations. The same policy applies to Westinghouse stations. The Blue's four owned and operated stations will not accept payment for Government campaigns, but the network has notified Y & R that its stations will carry the WAC spots regularly on a sustaining basis. Blue also is planning to broadcast a special network program in support of the WAC enlistment drive.

FCC CHANGES RULE ON TRANSMITTERS

AMENDMENT of the rules governing standard broadcast stations to permit a station operating with different power day and night to obtain a license authorizing the use of alternate transmitters of different power was adopted by the FCC last Tuesday. Desirability of the change arose in the case of a station using 5000 w day and 1000 w night, and which desired to employ its 1000 w auxiliary transmitter for nighttime use because of greater efficiency. Heretofore, the rule has covered the use of identical transmitters and now is made more flexible to cover alternate transmitters. Following is the text of the amended rule:

Section 3.64, as amended reads:

Alternate main transmitters.—The licensee of a standard broadcast station may be licensed for alternate main transmitters provided that a technical need[21] for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) The transmitters have the same power rating except at stations operating with different daytime and nighttime power when it shall be permissible to employ transmitters of power ratings appropriate to either the licensed daytime or nighttime power.

(c) The external effects from both transmitters are substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

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[21] Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or where developmental work requires alternate operation.

ARC Radio Surveys

AUDIENCE RESEARCH Corp., New York, one of the Dr. George Gallup enterprises, already is servicing stations and agencies with data on the makeup of radio audiences in relation to programs and talent, it was learned last week. Applying the principle of its established method of analyzing movie-patron groups, ARC is set up to obtain qualitative as well as quantitative surveys of audiences broken down according to age, sex, economic status and other categories.

K & E Names Swallow

JOHN W. SWALLOW, president of Television Enterprises Inc., has been named director of West Coast radio operations for Kenyon & Eckhardt. He will divide his time between the two positions. J. A. Briggs continues as West Coast manager.

Network Delegates

ALL FOUR networks will have large delegations at the NAB War Conference in Chicago this week.

NBC—Niles Trammell, president; Frank E. Mullen, vice-president and general manager; William S. Hedges, vice-president in charge of stations; James V. McConnell, manager of spot sales; Barry T. Rumple, head of research; Kenneth E. Greene, research; Clarence L. Menser, vice-president in charge of programs; O. B. Hanson, vice-president and chief engineer; Charles Hammond, director of advertising and promotion; James M. Gaines, assistant director of advertising and promotion; C. Lloyd Egner, vice-president in charge of radio recording; Sheldon B. Hickox Jr., manager of station relations; Carl Watson, station relations.

MUTUAL—Miller McClintock, president; Carl Haverlin, director station relations, and Charles Godwin, assistant; Adolph Opfinger, program director; Ed Wood, general sales manager; James E. Wallen, comptroller; Emmanuel Dannett, New York legal adviser; James O. Bryon, director of publicity, and Peter Zanthir, assistant director of sales promotion and research.

CBS—New York headquarters, Paul W. Kesten, executive vice-president; Joseph H. Ream, vice-president and secretary; Frank Stanton, vice-president; H. V. Akerberg, vice-president in charge of station relations; Douglas Coulter, vice-president in charge of programs; Thomas D. Connolly, director of program promotion; George Crandall, director of press information; Arthur Hull Hayes, general manager of WABC; John J. Karol, assistant sales manager and market research counsel; Robert L. Kennett, manager of program relations division; Howard Lane, director of station relations; William B. Lodge, acting director of engineering; Howard S. Meighan, manager of eastern division sales; Charles E. Midgley Jr., sales service manager; William A. Schudt Jr., eastern division manager of station relations; Walter Seigal, manager of photographic division; Paul W. White, director of public affairs and news broadcasts.

BLUE—Edward J. Noble, chairman of the board; Mark Woods, president; Chester J. La Roche, chairman of the executive committee; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president; Robert Kintner, vice-president; Robert Swezey, secretary; John Norton, station relations manager; Edward Evans, research manager; Stanley Florsheim, manager of cooperative program division; Ivor Kenway, special assistant to the executive vice-president; Archie Grinalds, James Connolly, Oscar Schloss Jr., Frank Conrad, contact men for station relations.

Agency Executives Approve NAB Plan for Measurement

GENERAL acceptance of the NAB standard coverage plan was voiced by advertising agency executives last Friday, following a preview presentation of the plan to the radio, research and timebuyer committees of the American Assn. of Advertising Agencies at the Waldorf-Astoria, New York. Presentation was made by Hugh Feltis, KFAB Omaha, chairman of the NAB Research Committee, and Roger W. Clipp, WFIL Philadelphia, chairman of the Technical Subcommittee on Station Coverage.

Based on a controlled mail ballot, the plan will be presented to the NAB membership at the Wednesday morning session of the Executives War Conference in Chicago for consideration and adoption. Details of the organization and operation of the standard measurement system were withheld.

Present at the Friday session were: Frederic R. Gamble, Herald Beckjorden, AAAA; Leonard T. Bush, Frank Kemp, Compton Adv.; Linnea Nelson, Arno H. Johnson, J. Walter Thompson Co.; Beth Black, Joseph Katz, Co.; Richard Dunne, Kenyon & Eckhardt; Gordon Mills, Arthur Kudner Inc.; Harry Woodworth, BBDO; Carlos Franco, Young & Rubicam; Helen Wilbur, Doherty, Clifford & Shenfield; Frank Conrad, Ed Evans, Blue; Richard Puff, MBS; Barry Rumple, NBC; Frank Stanton, CBS; Paul Peter, Lewis H. Avery, Helen Cornelius, NAB.

AFRA Loses Plea For Assigned Fees

NWLB Decision for WMAL Sets Industry Precedent

ASSIGNED FEES for announcers whose schedules include commercial broadcasts were ruled out by a National War Labor Board precedent-setting decision, released last Friday in the case of the American Federation of Radio Artists and WMAL Washington, owned by the Evening Star Broadcasting Co.

In its decision, reached on Aug. 10 but made public only last week, the NWLB approved a request of the station to increase announcers' salaries $50 per month, retroactive to Oct. 15, 1943, date when the case was certified to the Board. Request of AFRA for a schedule of fees for assigned commercial broadcasts was denied.

Berkeley Offered Increase

Scores of stations and the networks, whose contracts with AFRA are up for renewal, will be affected by the ruling. In many instances stations have bowed to AFRA's demands for the assigned fees. Kenneth Berkeley, manager of WMAL, however, refused to sign a contract beginning Aug. 22, 1943, and containing the assigned fee clause.

Instead he offered to increase the base pay of announcers from $200 per month to $250 per month. AFRA rejected that offer and the case went before a conciliator, who recommended it be certified to the NWLB. Both parties agreed to abide by the board's decision.

In a hearing before Royal Montgomery last December, WMAL challenged AFRA's demand on the grounds that announcers are paid to do their jobs and because one's assignment included some commercial announcements, he shouldn't be paid an extra bonus.

Mr. Montgomery recommended against the station and in favor of the assigned fee. Voting against the assigned fee were the public members, Lewis N. Gill and Frank P. Graham and the two industry representatives, Fred C. Climer and Charles S. Roberts. The labor members, J. A. Brownlow and Carl J. Shipley, dissented. Following is text of the directive order:

By virtue of and pursuant to the powers vested in it by Executive Order 9017 of Jan. 12, 1942, the Executive Orders, Directives and Regulations issued under the Act of Oct. 2, 1942, and the War Labor Disputes Act of June 25, 1943, the National War Labor Board hereby decides the dispute between the parties and orders that the following terms and conditions of employment shall govern the relations between the parties:

I. The base salary for staff announcers shall be increased by $50 per month, retroactive to Oct. 15, 1943.

II. The request of the Union for a schedule of fees for assigned commercial broadcasts is hereby denied.

The foregoing terms and conditions shall be incorporated in a signed agreement reciting the intention of the parties to have their relations governed thereby as ordered by the National War Labor Board.

ENGAGEMENT of Anne Davis, daughter of OWI Director Elmer Davis and Mrs. Davis, to Lt. Morris Kaplan, former WOR New York newswriter, was announced last week. Lt. Kaplan, now on terminal leave pending medical discharge, was with the Transportation Corps in England.

Poem courtesy—Macmillan Co.

Who has seen the wind?

A lovely old nursery rhyme, it seems to us, pictures the power and mystery of a "radio audience" far better than a slide rule calculation . . . a thumb-tack on a map . . . or what a time buyer reads in a data book.

The nursery rhyme goes like this:

Who has seen the wind?
Neither you nor I
But when the trees bow down their heads
The wind is passing by.
—*Christina G. Rosetti*

There's something about a "radio audience" that you can't pick up in your hands and examine under a microscope or with a micrometer.

It's an intangible made up of a lot of qualities. All we know for sure about our W-I-T-H audience is that it produces more results for advertisers at the lowest cost, than any other station in town. We have the facts on that!

It's not a slogan, but the truth, when we say, "W-I-T-H is the people's voice in Baltimore."

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* :-: *Represented Nationally by* Headley-Reed

CIO May Foster Law for Free Time

Legislative Project Is Disclosed at FCC Hearing

By BILL BAILEY

DISCLOSURE that the CIO plans to revive a drive for legislation requiring a fixed percentage of time on all stations be allotted to organized labor should the FCC fail to provide relief was made last Thursday by Maurice Sugar, UAW-CIO general counsel, at the conclusion of Commission hearings in the CIO's protest against WHKC Columbus, O., at which Carl M. Everson, vice-president of United Broadcasting Co. and station general manager, repudiated the NAB Code with reference to the sale of time for controversial issues and solicitation of membership.

The UAW-CIO protest, admittedly a test case in the CIO Political Action Committee's campaign to give that labor union free time "between now and November" and to challenge every station which broadcasts anything deemed by the CIO as "unfavorable", was heard by Commissioner Ray C. Wakefield. Each side was granted 30 days in which to file briefs concurrently and leave to file reply briefs within an additional 10 days. Both Philip G. Loucks, Washington counsel for UBC, and Ernest Goodman, special counsel for the UAW-CIO, requested oral argument before the Commission *en banc.*

'Want Time on Air'

Mr. Sugar said his organization had no quarrel with WHKC but that inasmuch as Richard T. Frankensteen, vice-president, had given orders to "go after radio" and since Mr. Frankensteen's speech scheduled for delivery in August 1943 over WHKC was "censored" by the station, that incident presented a basis on which to open a test case.

"We want time on the air and we're going to get it," said the UAW-CIO general counsel. "If we can't get it here (the FCC) we'll get it elsewhere." He indicated the CIO's next move, if the Commission fails to acquiesce to its demands, would be legislation requiring stations to allot a certain portion of time to labor organizations.

A petition signed by 25 citizens of the 17th Michigan District (including Detroit) demanding that Congress enact legislation to "prevent the interference with tha broadcasting of noncommercial programs" by educational institutions was presented in the House last Thursday by Rep. Dondero (R-Mich.), who said it was the sixth he had received. Whether they were sponsored by the CIO or citizens indignant because James Caesar Petrillo, AFM president, refused to permit broadcasts from the Interlochen Camp, could not be ascertained. The petition was referred to the Interstate & Foreign Commerce Committee.

Throughout his examination of witnesses, Mr. Goodman implied that the CIO wanted "equal time" to answer commentators and speakers whose views are not in sympathy with the union and that it felt stations should be required "in the public interest" to give time to organized labor as representative of a large segment of the people.

Under cross-examination last last Wednesday Mr. Everson told the FCC that his station would, in the future, "consider each request for time solely on its individual merits without discriminations". He elaborated on a statement of fact filed with the Commission before hearings opened on Aug. 16, which asserted: "With respect to public issues of the controversial nature the station's policy will be one of open-mindedness and impartiality."

Forbidden Programs

He said time would be made available "consistent with the present laws and regulations". Several CIO scripts which were changed by the station under provisions of the NAB Code relating to controversial issues now would be broadcast without change, Mr. Everson said. He denied, however, that the CIO did not have an opportunity to present its side under the Code. He reiterated that no request ever had been made for time by Local 927, UAW-CIO, in whose name the petition was filed.

Programs which the station will not accept under its new policy include lottery, obscene language, justice obstruction, offense to religious beliefs, those inspiring political district and civic discard, immorality, information inimical to the public health and safety, statements tending to provoke a breach of the peace or incite to riot, defamation of character, willful fraud o rdeceit through misrepresentation of material facts. those which disparage goods or services of a competitor.

"We'll take anything that doesn't violate the law," said Mr. Everson.

John Moses, WHKC program director, told of conferences with Richard E. Evans, educational director of UAW-CIO Local 927 regarding proposed scripts in the series of commercial programs sponsored by the local on WHKC from June 6 to Nov. 28, 1943. He corroborated Mr. Evans testimony that he and the union leader at all times had been friendly. He explained why he had made several changes in scripts.

Milton Stewart, who identified himself as a "content analyst" of the Bureau of Applied Social Research, Columbia U., explained how he analyzed scripts of Fulton Lewis jr., Upton Close, Arthur Hale, Stanley Dixon, DeWitt Emery, Cedric Foster, Henry Gladstone, Ray Dady, Royal Arch Gunnison, Charles Hodges, Col. Robert R. McCormick, publisher of the *Chicago Tribune*, Billy Repaid, *World's Front Page, American Forum of the Air* and Walter Compton, all heard on Mutual and carried by WHKC.

His analysis showed, he said, that comments unfavorable to labor were predominant in several broadcasts. By "unfavorable" he said he included all remarks or comments not favorable to the CIO. He explained that should an issue arise between the AFL and CIO and an AFL statement criticized the CIO, that would be

(Continued on page 165)

CYNOSURE of four pairs of admiring eyes is Eleanor Lyons, advertising director of Roos Bros. (department store), sponsor of *Lies From Tokyo* as she met with representatives of sponsor, agency and KYA San Francisco. Seated beside Miss Lyons is Mark Buckley, account executive of Foote, Cone & Belding. Standing (l to r), Don Fedderson, KYA manager; Herb Reynolds, Bill Haberman of Foote, Cone & Belding.

License Hearings To Begin Sept. 5

Committee to Investigate FCC Alleged Abuse of Power

A THOROUGH inquiry into alleged abuse of its licensing powers by the FCC will be conducted by the House Select Committee to Investigate the Commission, with public hearings scheduled to begin Sept. 5, Chairman Clarence F. Lea (D-Cal.), announced late last week.

John J. Sirica, general counsel who was appointed last April two months after Eugene L. Garey resigned, will conduct the hearings, Mr. Lea said. The general counsel is assisted by Joseph Machugh, veteran Washington attorney-investigator, and Robert Barker, investigator.

Surprise Hearing Deferred

Since the FCC concluded its rebuttal to the first phase of the investigation last June, Mr. Sirica and his staff have been working on station transfers over the past. Chairman Lea said charges had been made that the FCC had abused its privilege of issuing licenses by favoritism in some instances and through political pressure in others.

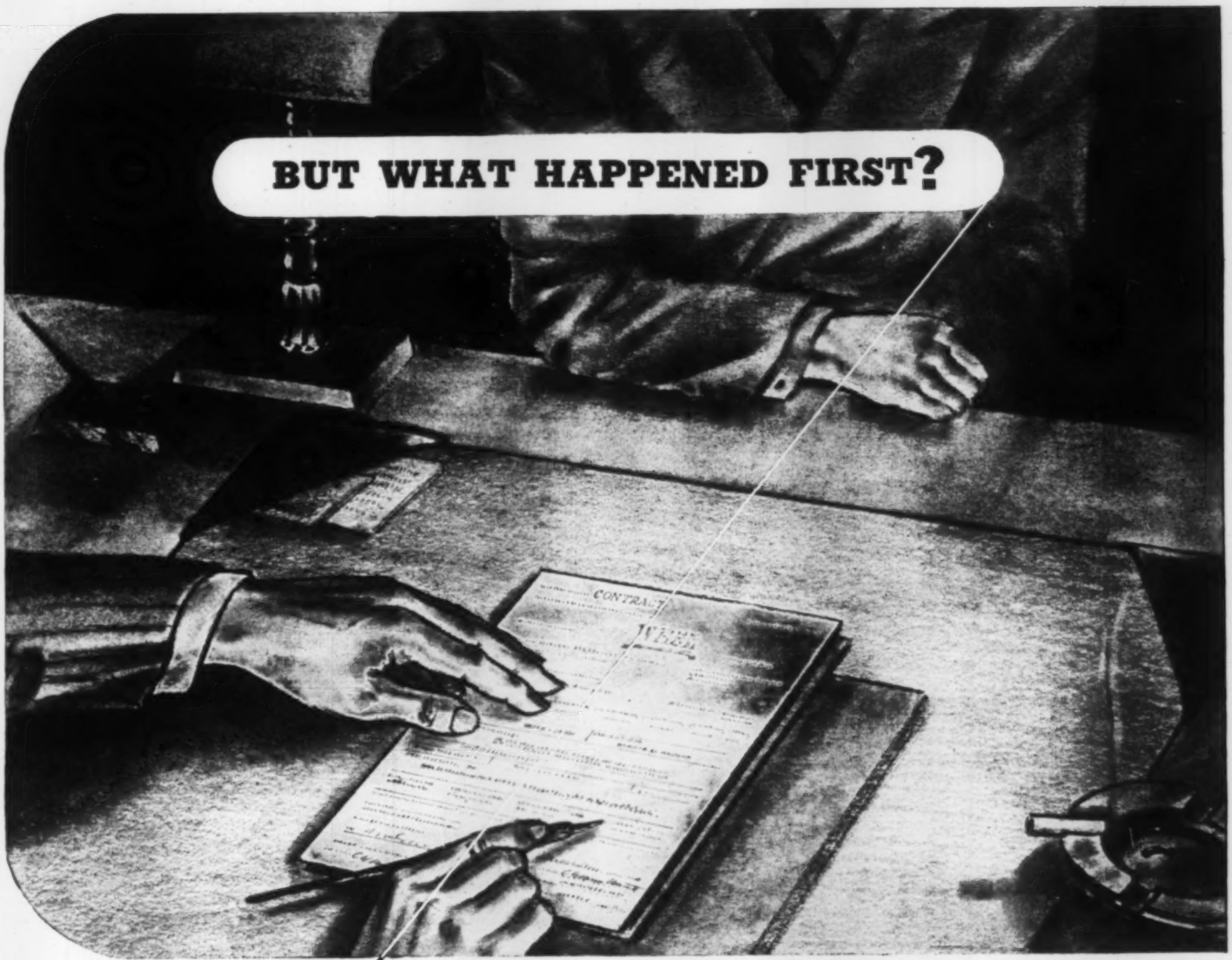
"We intend to go to the bottom of the entire license proceedings to determine whether the Commission has been adhering to the law," he asserted.

Meanwhile a surprise hearing called for 10 a.m. last Thursday was postponed indefinitely after a 45-minute wait when Chairman Lea announced that Rep. Louis E. Miller (R-Mo.), Committee member, had requested the hearing to question FCC Chairman James Lawrence Fly. Mr. Lea said that through a misunderstanding Rep. Miller was informed the hearing had been postponed.

Chairman Fly, flanked by Charles R. Denny Jr., FCC general counsel; Peter Shuebruk, assistant general counsel; Leonard Marks, chief of the new facilities section, and Earl Minderman, publicity director, was at the hearing chamber ahead of the appointed time. Rep. Lea planned to postpone the hearing until 9 a.m. Friday but Mr. Fly informed him he would be out of the city.

Theatre Returns

LEVER BROS. Co., Cambridge, Mass. (Lux soap), on Sept. 4 following an eight-week summer rest, resumes for eleventh consecutive season, *Lux Radio Theatre*, on 136 CBS and 26 CBC stations, Monday, 9-10 p.m. (EWT). Cecil B. DeMille continues as producer-director. Fred MacKaye is assigned Hollywood director of J. Walter Thompson Co. on the series. Sanford Barnett and Sam Carter write the radio adaptations of film plays and framework material. Louis Silvers has been re-signed as musical director, with John Kennedy, announcer.



First a Weed & Company man was there with data on the market, the station, and the time. And the Weed & Company man was there first, too. Put on your letterhead the line that advertisers and time buyers know means business — and that you know means more business — "Nationally represented by Weed & Company."

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

The Place of FM In Postwar Radio

New Medium Expected to Make Fast Growth When Bars Are Lifted

By MYLES L. LOUCKS

Managing Director, FM Broadcasters Inc.

FM is the next big step in entertainment radio. The war, which interrupted the commercial development of this vastly improved system of broadcasting, has at the same time built up stores of planning and enthusiasm which, when released by the peace, are certain to sharply accelerate the tempo of the predicted AM-to-FM evolution.

Mr. Loucks

Public acceptance of a radio system free from the technical handicaps tolerated in the past is a perfectly natural conclusion. Confidence that the return to civilian production will bring FM quickly to the front is apparent everywhere.

46 Licensed

Given an opportunity to develop on its merits, the Armstrong system of wide-band Frequency Modulation can bring to America, within a few short years, a broadcasting system befitting the greatest of nations.

FM has enjoyed some concrete expansion in the face of wartime restrictions. As this is written 46 FM stations are licensed and serving approximately 500,000 FM receivers known to be in the hands of the public. Four stations have been licensed this year. These were built before the war but were operating under authority other than commercial license.

The reaction of listeners to these stations is strong proof that the post-war receiver buying public will demand FM. This audience and those it has permitted to hear FM broadcast overwhelmingly declare that FM is a "must" in the receivers they will buy after the war.

Abstract expansion of FM during the war is best measured by the 210 requests for FM stations now on file with the FCC. These applications represent 141 different communities located in all but nine of the less-densely populated states. Their total coverage runs well over 2,000,000 square miles.

100,000,000 Potential

There has been no attempt to determine exactly the percentage of the population of the United States to which these applicants and the stations now on the air will bring FM service. But a rough check indicates strongly that the figure will pass 100,000,000. Certainly this promised FM expansion will cover a majority of the nation's buying power.

An indication of the seriousness with which the broadcast industry approaches the FM future is contained in the fact that all but a few of the applications are accompanied by engineering. This is true even though the FCC has been accepting FM requests in "skeleton" form.

An interesting comparison which denotes the strength of FM thinking may also be drawn from all requests for new broadcast services which have been reaching the FCC. On Jan. 1 there were 62 FM, 21 AM and 9 television applications on file. On Aug. 1 there were 210 FM, 67 AM and 59 television requests on record. The demand for FM has maintained a 3 to 1 ratio over the two other services in the time intervening.

It is natural that the commercial standard broadcasters have shown the way. More than half of the FM requests are from concerns already established in the field. But the list also includes publishers, department stores, universities and other groups not previously identified with the art. Labor unions and farmers cooperatives are showing interest. These latter groups are harbingers of the freer competition which the FM system makes possible.

ESTIMATED CONSTRUCTION COSTS FOR FM STATIONS

(As prepared by FM Broadcasters Inc.)

ITEM	*1,000 w*	*3,000 w*	*10,000 w*	*50,000 w*
Filing	$ 2,500	$ 2,500	$ 2,500	$ 2,500
Transmitter	10,000	13,750	25,000	75,000
Antenna	6,000	7,500	12,500	17,000
Studio Control	4,000	5,000	5,000	10,000
Installation	2,500	3,000	7,500	15,000
Measuring Equipment	2,000	2,000	3,000	3,000
Proof of Performance	2,500	2,500	2,500	2,500
Miscellaneous	1,000	2,000	3,000	5,000
Totals	30,500	38,250	61,000	130,000

These average estimates assume that transmitter and antenna are located at the point from which programs originate, a condition which may well obtain up to ten kw. Where the locations differ it is necessary to rent high fidelity telephone lines or install an STL (studio-transmitter) link. Telephone rentals vary greatly but one 22-mile link, capable of 15,000-cycle transmission, costs approximately $345 per month. A complete STL link costs approximately $11,530 and can be remotely controlled, eliminating an extra operating staff. No provision has been made for control equipment such as microphone amplifiers. Pick-up equipment for programs outside the studio should cost approximately $800. Studio construction costs will depend upon whether a remodeling job or an entirely new structure is intended. The simplest kind of remodeling job, allowing for a minimum of studio, control and transmitter space (not over ten kw.) should cost approximately $12,000. This would cover some sound isolation and acoustical treatment.

Dependable Coverage

For these newcomers in broadcasting, FM is the wide-open portal to a better house just next door to the one that was closed. But the standard broadcaster goes FM for other reasons. He knows that, power-for-power, FM will give him a larger and more dependable day-night coverage which he can sell to the advertiser. He wants the satisfaction that comes with the realization that he is giving his listeners a better quality signal. He would be rid of the seasonal slashes in listening due to natural interference such as electrical storms. He seeks freedom from the man-made interference that turns off so many standard sets each morning and evening.

He has been watching with growing calm the technical advances that will solve FM problems. Economical transmission of high-fidelity FM network programs is about to be accomplished by radio relay circuits. American Telephone and Telegraph Company has permission to construct such a circuit between Boston and Washington. General Electric and International Business Machines jointly plan such circuits between Schenectady, New York and Washington.

Relay Projects

The present and future FM broadcaster may confidently watch experimentation with the use of economical, unattended satellite stations to assure and extend his coverage. He notes with interest the versatility of this new system as a West Virginia applicant proposes use of two "boosters" to assure dependable service to Pittsburgh and Wheeling inside a coverage area of 33,244 miles. The relaying possibilities of the clear FM signal presents numerous opportunities.

No radio frequencies are known to be entirely free from transmission vagaries. It naturally cannot be said that the FM band is the exception. But to date the record is quite clear of serious complaints from actual FM listeners concerning the propagation phenomena to which students of the ether waves have given some recent publicity.

There are other assurances that the disturbances are nothing to be excited about. The FCC, reporting on one type of phenomena, found that few of them were "sufficient to cause serious interference to a receiver operating within the protected area of an FM station under present FCC standards." Dr. J. H. Dellinger, radio chief of the National Bureau of Standards, assured RTPB Panel 5 that another variety was not "so great as to seriously impair the usefulness of these frequencies for broadcasting."

The arrival of 200 FM requests since the first of the year has had a marked reaction in related branches of the industry. This display of confidence on the part of the investor has had its effect upon manufacturers. Hardly a set manufacturer now speaks of the postwar market without revealing expanded FM plans. Equipment people need only to contemplate resultant files of reservations.

Agencies Interested

Advertising, life-blood of the art, is looking up. The agencies, their accounts currently cramped into a medium restricted both by dearth of channels and the minutes of the day, discern in the FM future a better choice of outlets, a sharper definition of coverage, a generally higher quality of programming and

(Continued on page 154B)

ESTIMATED ANNUAL OPERATING COST

1,000 w FM Station
Six Hours Daily
(As prepared by FM Broadcasters Inc.)

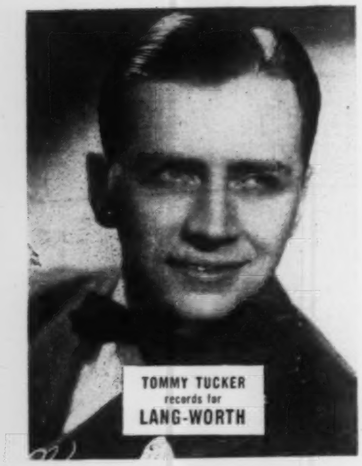
Rent	$6,000
Station Manager	5,000
Announcer	3,000
Stenographer	1,800
Telephone—Office Supplies	1,000
Operators (3)	8,500
Promotion	2,400
Power and Light	1,200
Tube Replacements	450
Social Security & Compensation Taxes	1,000
Apparatus Maintenance	750
Depreciation	6,000
Insurance	350
Taxes	???
Program Production	6,000
Transcription Service	2,500
News Service	3,335
FMBI Dues	300
Misc. Program Material	1,400
Copyright Fees	???
Transmitter Site Rent	???
Total	$52,585

Above estimates assume operation from "scratch." If there is an existing operation certain costs naturally will be eliminated. Likewise as power increases items such as power, light, tube replacements, operator salaries and depreciation will grow. Other items such as rent, taxes, depreciation, insurance and transmitter site expense will depend upon the type of operation under consideration—whether studio and/or transmitter sites are leased or whether land is purchased and buildings constructed. The program production item is mainly coverage for transcription-library service and provides little for talent. Copyright fees are usually assessed on a percentage-of-station-revenue basis.

HEADLEY-REED COMPANY

Radio Station Representatives

NEW YORK · CHICAGO · DETROIT · ATLANTA · SAN FRANCISCO


TOMMY TUCKER
records for
LANG-WORTH

BIGGER
AND
BETTER
IN
IDAHO

KTFI
TWIN FALLS · IDAHO

Olive Kackley

50,000
WATTS
C B S

HER FRIENDLY ADVICE,
WIT AND HUMOR, KEEP
WOMEN TUNED TO....
WCKY

THE L.B. Wilson STATION

"A Good Place to Eat"

the static club
116 E. Walton
Chicago, Ill.

Bill Simmons, Mgr.

GOP Is Mapping State Radio Plans

Turnbull and State Directors In First Meeting of Series

HENRY R. TURNBULL, Radio Director, Republican National Committee, held a meeting last Thursday with the state radio directors in the New England and North Atlantic area to discuss radio plans for the forthcoming presidential campaign. Held at the Committee's New York headquarters, the meeting was the first of a series of such gatherings Mr. Turnbull hopes to hold with state radio directors early in the campaign.

Attending the session were: Jack Morgan, Bangor, Me.; Harold K. Davison, state chairman, Woodville, N. H.; John W. Queen, Boston; Milton Myers, Hartford, Conn.; Harold Adonis, Newark; Lee H. Greenhouse, Philadelphia; James F. Dewey, state chairman, Quechee, Vt.; C. J. Killoran, Wilmington, Del.; Galen L. Tait, state chairman, Baltimore; T. F. Allen, Providence.

Governors' Series

As a prelude to broadcasts by the Republican Presidential nominee, the party has a series of scheduled three quarter-hour nationwide broadcasts in which nine Republican governors will participate to present a "grass roots survey" of campaign issues. First broadcast, on the Blue, Aug. 29, 10:15-10:30 p.m. (EWT), will present Gov. Earle Warren of California, picked up from KFBK Sacramento; Gov. Raymond E. Baldwin of Connecticut, from WMAT Bridgeport.

Second of this series, on NBC, Sept. 1, 10:30-10:45 p.m., EWT, will include Gov. Edward Martin of Pennsylvania, from WJDO Harrisburg; Gov. Andrew Schoettel of Kansas, from WDAF Kansas City, and Gov. Edward J. Thye of Minnesota, from KAST Minneapolis. Third broadcast, with network and time as yet undetermined, will feature Gov. Leverett Saltonstall of Massachusetts, Gov. Harry F. Kelly of Michigan and Gov. Arthur B. Langlie of Washington.

Republicans will also present Rep. Everett Dirksen of Illinois on MBS, Aug. 30, 8:15-8:30 p.m., EWT. Retention of this period for regular weekly broadcasts by Republican spokesmen discussing current issues continuing up to election week, is under consideration by the committee. All broadcasts are placed through Duane Jones Co., New York. Virginia Butler is on loan from the agency to serve as timebuyer for the committee.

Mark Larkin, veteran radio and movie publicist, has been appointed radio publicity director for the Dewey-Bricker campaign, Mr. Turnbull has announced. Mr. Larkin, who resigned as field representative for the Hays office to accept his new post, has handled publicity for network programs and movie and radio personalities. He also served for three years as first press relations director for the motion picture industry.

Godfrey Hammond, president of Popular Science Publishing Co., publisher of *Outdoor Life* and *Popular Science Monthly*, has taken leave from those duties to accept the appointment of publicity director of the committee, in charge of press relations.

Emerson Shifts Agency

EMERSON DRUG Co., Baltimore, has named McCann-Erickson, New York, to handle its advertising. Appointment will entail the shift of the company's two network programs from Ruthrauff & Ryan, New York. Programs are sponsored on CBS in behalf of Bromo-Seltzer, and *Ellery Queen*, for the same product on NBC. Date for the transfer has not been disclosed.

ALLEGHENY STEEL SWITCHES TO MBS

ALLEGHENY Ludlum Steel Corp., Brackenridge, Pa., Oct. 1 will switch networks and change from daytime drama to music with the start of *Steel Horizons* on MBS Sunday, 9-9:30 p.m.

Borrowing its title from the company house organ, show will star John Baker, Met. baritone and Frederick Dvonch's orchestra. There will be a female guest vocalist each week, selected through auditions conducted locally by MBS stations, and brought to New York, with all expenses paid by the sponsor. Keyes Perrin, WOR New York, will announce and produce.

Show was tailor-made by WOR-Mutual to meet requirements outlined by the agency, Walker & Downing, Pittsburgh, on the basis of a survey of ALS dealers on what sort of program they would like. ALS discontinues Sept. 23 *Mother and Dad* on CBS Saturday, 5:30-6 p.m.

Televiewers Panel

CHARLES M. STORM Co., New York, is setting up a televiewers panel, comprising most television set-owners in the New York area, which will be polled by postcard for their reactions to the video programs broadcast in behalf of the agency's clients. Panel will be used for the first time in connection with the *Boys from Boise*, two-hour musical comedy to be broadcast Sept. 28 on WABD New York under the sponsorship of *Esquire* magazine.

Renoir Test

RENOIR PARFUMS Ltd., New York, makers of Chichi and My Alibi perfume, is entering radio for the first time with test campaigns beginning the week of Sept. 25 on WQXR New York, using five-times weekly quarter-hour concert programs, and on WCFL Chicago using three news shows weekly. Agency is Abbott Kimball Co., New York.

Blue West Coast Directed by Searle

Successor to Be Named for Gilman, Now at Oil Group

DON SEARLE, for a year-and-a-half general manager of KGO, Blue Network owned and operated station in San Francisco, has been appointed general manager of the network's western division. He will continue his supervision of KGO and add that of KECA Los Angeles, recently acquired by the Blue, as well as all network operations of the division.

Mr. Searle

Appointment was announced last week by Mark Woods, Blue president, as the first of a series of executive moves designed to strengthen the network's management and operation of the division. Next move, Mr. Woods stated, will be the appointment of a Pacific Coast vice-president to succeed Don E. Gilman, who has resigned that position to become executive vice-president of the California Gas & Oil Assn.

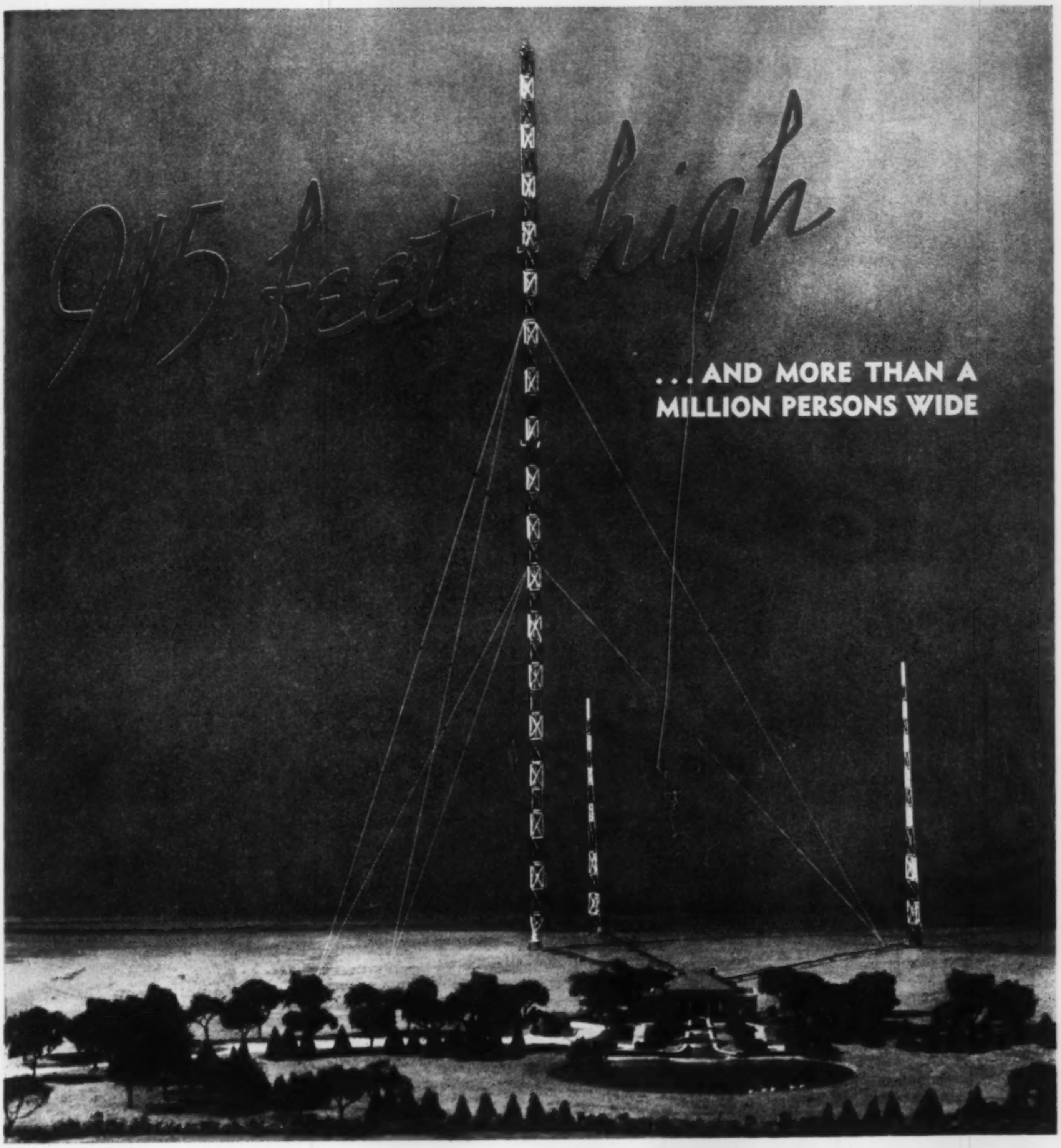
Veteran Broadcaster

Active in radio since 1924 when he became manager of KOIL Omaha, built by Mona Motor Oil Co., then owned by the Searles family, to promote its petroleum products, Don Searle was subsequently general manager of WIBW Topeka and KOIL-KFAB Omaha-Lincoln, leaving that position to join the Blue as general manager of KGO on April 5, 1943. With Herb Hollister he owns KANS Wichita and KMMJ Grand Island, Neb.

A pioneer in western radio, Mr. Gilman helped organize NBC on the West Coast. He was vice-president of NBC western division for 14 years and largely responsible for the development of Hollywood as a network center. During his long and successful term of office he guided the destinies of both the Red and Blue networks of NBC on the western slope. When the Blue separated from NBC Mr. Gilman was named to head the former network on the West Coast, taking over as western division vice-president in February 1942.

Scripto on Blue

SCRIPTO MFG. Co., Atlanta, manufacturers of pencils and pencil lead, will sponsor George Hicks, Blue network overseas war correspondent and manager of the London newsroom for the network. Program which starts Sept. 17 on 190 Blue stations, will be heard as a transcription Sundays, 1:15-1:30 p.m. With this program, Scripto, which has previously used spot radio, will venture into the network radio advertising for the first time. Agency is Tucker Wayne & Co., Atlanta.



NEW WKY TRANSMITTER NEARS COMPLETION

● Dominating the scene at WKY's new quarter-million dollar transmitter installation, shown in scale model photo above, is the vertical antenna whose breath-taking height is topped by only five other man-made structures in the known world today.

The signal from this radiator will also assuredly dominate the Oklahoma listening scene, adding substantially to the more than a million persons who now listen regularly to WKY morning, afternoon and night ("Oklahoma Radio Audience of 1944").

Included in the original blueprints for post-war completion, and even now getting the studied attention of WKY's engineering staff, is the addition of FM and television for which antennas will be located at the tip of the 915-foot antenna.

The same combination of foresightedness and enterprise which has kept WKY the foremost station in Oklahoma for more than two decades will keep it out in front in the years to come.

WKY
OKLAHOMA CITY

REPRESENTED BY
THE KATZ AGENCY

[illegible]

WORTH REPEATING

KXOK IS THE STATION TO WATCH . . . the station to LISTEN TO . . . the station to USE for economical and effective selling in St. Louis and surrounding territory. Sponsors say so. Listeners say so. Surveys prove their good judgment!

Surveys prove, too, that KXOX is growing fast. Furthermore, a well-balanced schedule and an unusually high percentage of contract renewals are testimonial to the success of KXOK which reaches more than 870,000 radio listening homes . . . an area where the population is more than 3,700,000 and retail sales exceed $1,000,000,000.00 annually.

Recognizing that it is the listeners who "make the station," KXOK's management and experienced staff members endeavor at all times to exercise constant vigilance in order that listeners may continue to enjoy both the outstanding local shows and the Blue Network programs brought to them regularly over KXOK.

In less than 6 years, KXOK listeners—the consumers you want to reach in this area—have helped to build KXOX to its present high competitive position in Greater St. Louis.

That's why we say again, that out this way KXOK IS THE STATION TO WATCH!

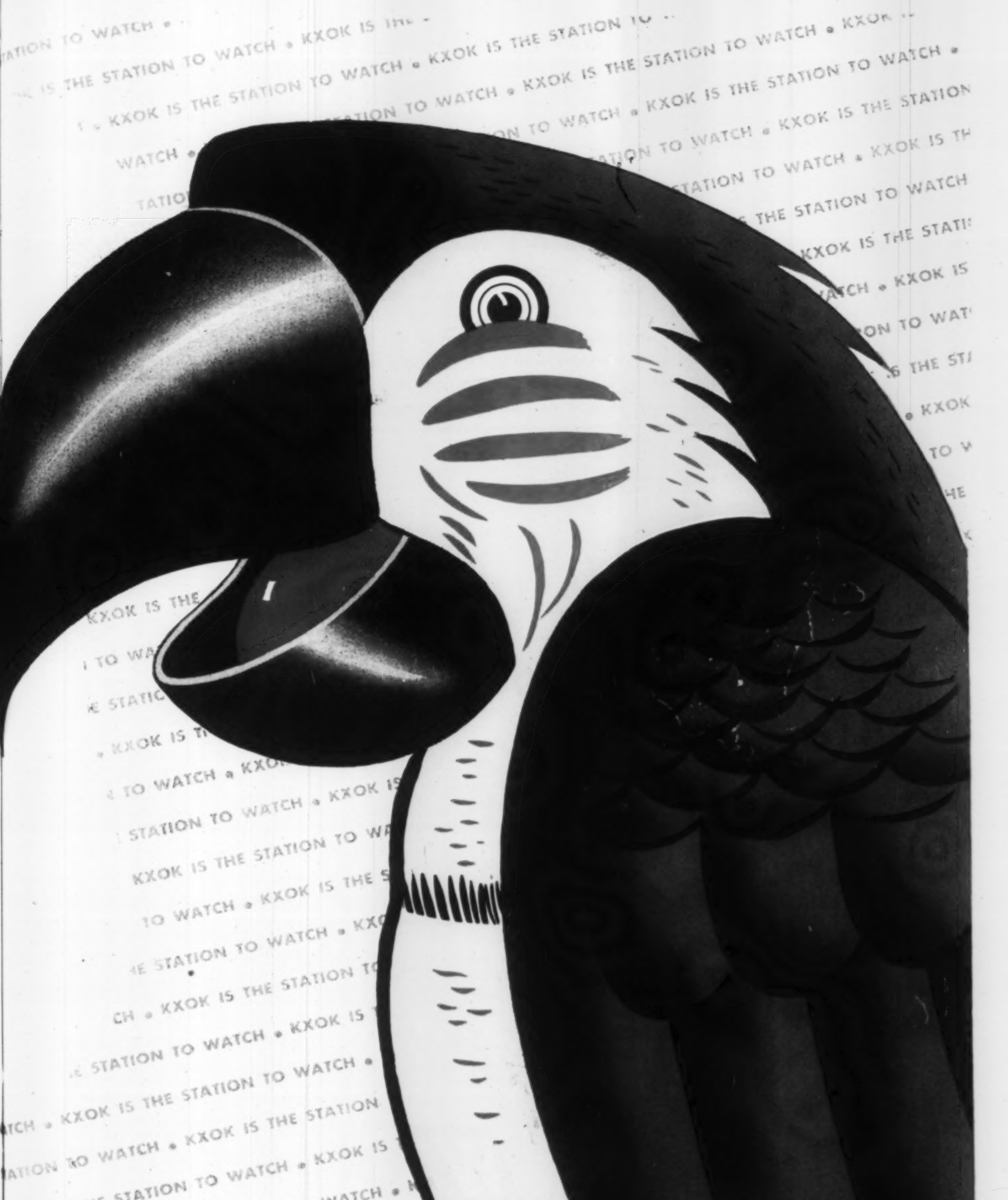
KXOK

SAINT LOUIS (1), MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK

Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles • San Fr


KXOK IS THE STATION TO WATCH

Walter Damm Replies to Lodge Article

Head of FMBI Is Critical Of Attention Given Tiny Flaws

Editor's Note: Considerable discussion has been aroused in radio reports of long-distance skywave transmission in the UHF range, where FM, television and other post-war broadcast services aspire to operate. In the Aug. 14 issue William B. Lodge, acting director of engineering of CBS, reported on his findings. In this issue, the president of FM Broadcasters Inc., and head of radio operations of the *Milwaukee Journal's* stations (WTMJ & WMFM), answers. The writer is not only a pioneer standard broadcaster, but has been in the forefront of FM virtually from the day Maj. Edwin H. Armstrong pronounced it of age. He was president of the NAB in 1931-32, and always has been in the leadership of radio-newspaper affairs. He joined the *Journal* in 1916, and has been identified with its radio operations since 1923.

MR. DAMM

EDITOR BROADCASTING:

The prominent display you have given to Mr. Lodge's article, "Keeping FM Free From Interference" published in the Aug. 14 number of BROADCASTING, prompts me to suggest that you present to your readers more fully and completely the knowledge available with respect to any possible effect of skywaves upon FM broadcast service.

The writer is not an engineer, but it does not take an engineer to see through the desperate attempts of those who have a vested interest in the maintenance of the status quo in broadcasting to hamper the application of Major Armstrong's invention to the improvement of the broadcasting art. As the revolutionary effect of the noise and interference reducing properties of FM are gradually becoming apparent to those who sit in the seats of broadcasting's mighty, the attempts to produce smoke screens which prevent a proper view of the future become almost ludicrous.

Lodge Motion

Mr. Lodge is a member of Panel 5 on FM Broadcasting of the Radio Technical Planning Board. The writer, as President of FM Broadcasters Inc., is also a member of this panel. At the Chicago meeting of the Panel held on April 11, 1944, Mr. Lodge (who at an earlier meeting voted in favor of the present position in the radio spectrum for the FM broadcasting system) expressed much concern over the possible disastrous effects of developing FM broadcasting at that portion of the radio spectrum where it is now located, namely in the vicinity of 550 mc. The panel members listened with much respect to the fears of Mr. Lodge, whose earnest search for the truth was so evident. As a result of the discussions, Mr. Lodge made a motion which reads as follows:

> I would like to move that the Chairman be requested to ask Dr. Dellinger to render an opinion as to the lowest frequency that can possibly be used with safety by FM, without danger of long-distance skywave interference.

The Panel's desire to accommodate Mr. Lodge in his obviously sincere desire to secure the facts resulted in the adoption of his motion by a vote of 20 to 4.

It is important to note the reason why this matter was referred to Dr. Dellinger. He happens to be Chief of the Interservice Radio Propogation Laboratory of the United States Government established under the joint Communications Board of the Joint Chiefs of Staff. In this capacity Dr. Dellinger had available to him all of the known information, both classified and unclassified, with respect to radio propagation phenomena. Therefore, Mr. Lodge very properly chose the highest authority not only in the United States but in the world.

Record Available

In following the wishes of the Panel, Mr. Jansky, its chairman, did not attempt to state the issue in his own words but sent to Dr. Dellinger the entire record of the Chicago meeting with the suggestion that Dr. Dellinger read those portions of the verbatim minutes which covered this issue, and, if possible, give the Panel the benefit of his advice. Therefore, Dr. Dellinger had available to him the complete record which led up to Mr. Lodge's motion.

Dr. Dellinger's reply [May 1] shows such thorough consideration of the issue referred to him and the opinion he gives is so positive that it should be printed in full:

> Dear Mr. Jansky:
>
> I have your letter of April 20 requesting any information I can give on item 2 of the agenda for the April 11 meeting of RTPB Panel 5. I read pages 13 to 60 of the proceedings of the meeting as you suggested, and noted in particular that the motion on page 44 read "I move you that subject to any information to the contrary from Dr. Dellinger, that this Panel adopt the recommendations of the Committee with respect to item 2 of this agenda." The Committee recommendation referred to was "Be it hereby Resolved that it is the consensus of this Committee that the present position of FM broadcasting in the spectrum should not be changed."
>
> *The point in question is that the frequencies concerned are sometimes affected by long-distance interference, contrary to an expectation that was widely held at one time, and there is a fear that this interference may be so great as to seriously impair the usefulness of those frequencies for broadcasting. Essentially the Panel appears to request that I inform it whether that fear is well founded. I believe I may with propriety respond to this request, and the answer is that the fear is not.*
>
> During certain years of the sunspot cycle F2-layer transmission at these frequencies occurs over long distances for short parts of the day, and sporadic-E transmission occurs at irregular times in

(*Continued on page 130*)

WHICH AUDIENCE WOULD YOU CHOOSE?

ALL OF 118,921

1/4 OF 475,684

Supposin' you have two radio stations—one with four times as large a potential audience as the other, but which splits that audience with three other stations.

Which would you choose? We'd say the smaller—because using that one, you'll probably buy more listeners per dollar of time-cost.

Here in Southwest Virginia, WDBJ is the ONLY station that covers the entire market. You get 118,921 actual daytime *listening* homes, and the cost for a Class B quarter-hour, once, is actually only $30! How about talking it over with Free & Peters?

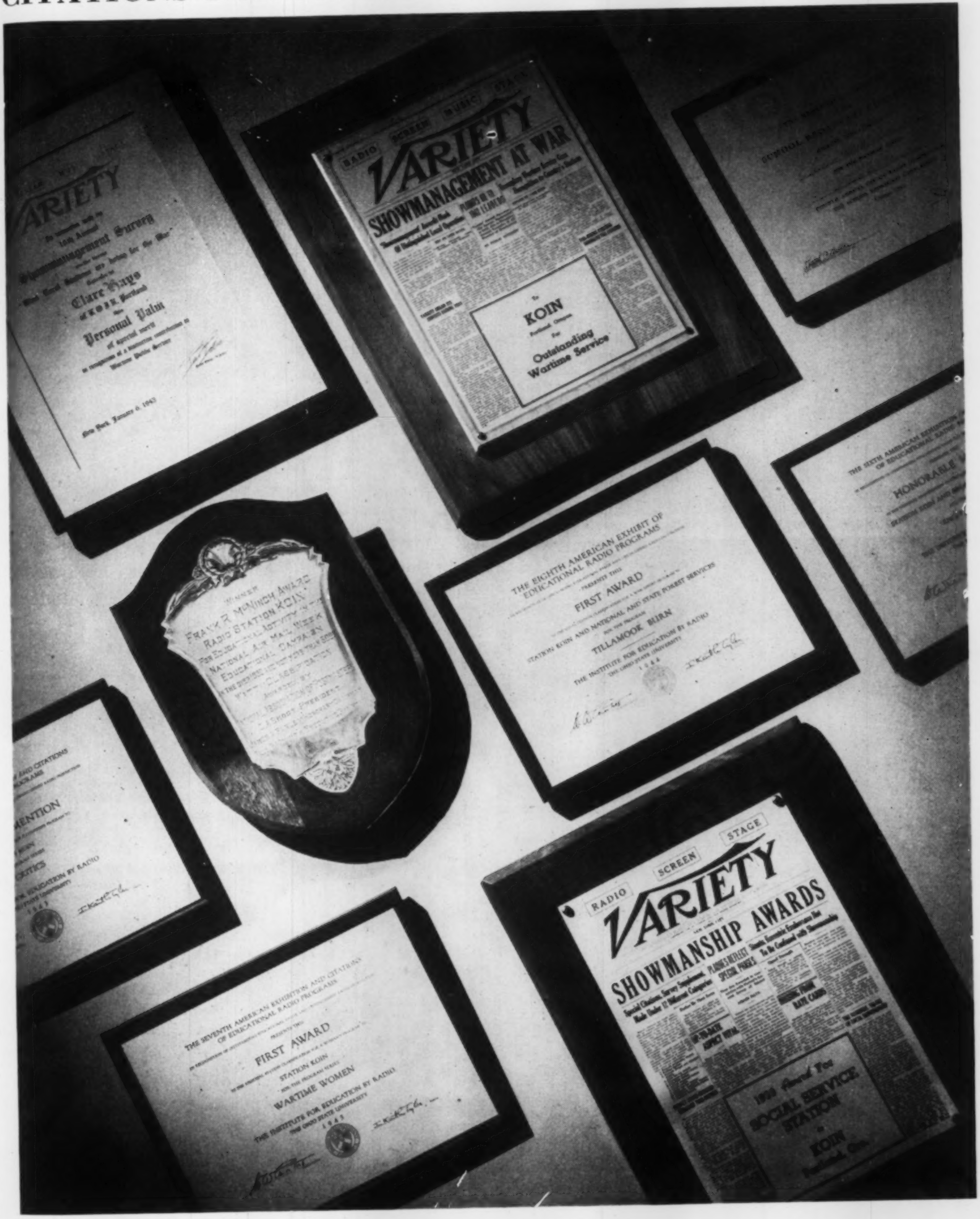
CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

CITATIONS FOR SERVICE..."IN THE PEOPLE'S CAUSE"


VARIETY
Showmanagement Survey
Clare Hays
of KOIN, Portland
Personal Palm
New York, January 6, 1943
RADIO
SCREEN
MUSIC
STAGE
VARIETY
SHOWMANAGEMENT AT WAR
To
KOIN
Portland, Oregon
For
Outstanding
Wartime Service
THE SIXTH AMERICAN EXHIBITION
OF EDUCATIONAL RADIO
HONORABLE
WINNER
FRANK R. McNINCH AWARD
RADIO STATION KOIN
FOR EDUCATIONAL ACTIVITY
NATIONAL AIR MAIL WEEK
EDUCATIONAL CAMPAIGN
THE EIGHTH AMERICAN EXHIBIT OF
EDUCATIONAL RADIO PROGRAMS
PRESENTS THIS
FIRST AWARD
STATION KOIN AND NATIONAL AND STATE FOREST SERVICES
FOR THE PROGRAM
TILLAMOOK BURN
THE INSTITUTE FOR EDUCATION BY RADIO
THE OHIO STATE UNIVERSITY
1944
MENTION
CRITICS
EDUCATION BY RADIO
THE SEVENTH AMERICAN EXHIBITION AND CITATIONS
OF EDUCATIONAL RADIO PROGRAMS
PRESENTS THIS
FIRST AWARD
STATION KOIN
FOR THE PROGRAM SERIES
WARTIME WOMEN
THE INSTITUTE FOR EDUCATION BY RADIO
THE OHIO STATE UNIVERSITY
1943
RADIO
SCREEN
STAGE
VARIETY
SHOWMANSHIP AWARDS
1939 Award For
SOCIAL SERVICE
STATION
to
KOIN
Portland, Ore.

XUM

Dave Baylor of WGAR, first radio war correspondent representing a single, independent station to broadcast from the European theatre, faces the BBC North American mike several times weekly. More recently his broadcasts have come from France.

A.P.O. CLEVELAND

Radio preserves personal touch between men in service and home through Cleveland's WGAR

WHEN Ohio's own 37th division joined the Louisiana maneuvers in 1941, WGAR staff men, transcription trucks and microphones went along. Before Pearl Harbor, special correspondents of Cleveland's Friendly Station had visited 13 army camps and naval bases, sending back stories of what hometown boys were doing, often transmitting their voices.

Today, the WGAR microphone brings messages from England, France, Australia, India, Hawaii, Alaska, Italy and many distant Pacific isles. It brings special direct broadcasts and interviews from Dave Baylor, the station's own war correspondent on the European front. It carries the voices of Ohio's fighting men back to their families and friends. Six special correspondents report for WGAR from the war fronts in more than fifteen weekly programs.

It has been WGAR'S aim to be a live link between the boys in service and the folks at home. And this all dates back to that day in 1941 when the station pledged itself "in service of home and nation".

Free-Speech Mike

Top Officer of Ohio's "Fighting 37th" which later served at Guadalcanal, Bougainville and Munda, Major General Robert S. Beightler told WGAR listeners that "your boys are good soldiers."

Field Work by WGAR engineers and mikemen has created outstanding wartime programs for Cleveland's Friendly Station. Two of these five men now are in Europe.

Ohio gun crew welcomes the WGAR radio correspondent as he unlimbers the microphone to catch messages for friends and relatives back home, stages interviews behind gun breech.

Familiar voices came to families of men in Ohio's 37th when WGAR staged a get-together, by special permission played transcriptions of interviews made at an undisclosed Pacific base.

Potent Weapon the M-16 antiaircraft half-track first spoke over the radio through WGAR when former tankman, now announcer Arthur Hannes, covered initial firepower tests.

J. B. McGeachy, famed BBC commentator, featured daily on WGAR news broadcasts.

Mary Alice Collins transmits human interest interviews with Ohio boys to WGAR via BBC.

Herbert D. Laronge with Red Cross in the Pacific, reports on local boys through WGAR.

Florence M. Griffin, former Cleveland ad executive, sends news of Ohio men from India.

A.P.O. Cleveland—Tuesdays 10:30 P. M. Most every local family with a man in service has a date Tuesday night at WGAR's 1220 on the dial, for the program "A.P.O. Cleveland" is one of their closest contacts with the lads over there. Reports from WGAR correspondents, actual interviews with service men around the globe, features by Dave Baylor from France and a full orchestra make this program a WGAR schedule highlight.

London Column—Saturdays 10:45 P. M. The European war front comes to Cleveland every Saturday evening in WGAR's "London Column". In recent broadcasts, Ohio listeners have visited with American troops throughout the British countryside, gone to the spots where robot bombs have dropped, been there as men, supplies and fighting equipment set out for France. Many local families via this program have felt a bit closer to their sons, have come to know our British allies better, have heard authentic invasion news.

Mary Alice Collins—Sundays 1:15 P. M. Things that mothers and sweethearts back home would like to know are the things Mary Alice Collins, popular American-born BBC commentator, asks Ohio fighting men in her special interviews for WGAR.

World-Wide Extra—Daily 5:30 P. M. Not simply another newscast, "World-Wide Extra" presents a roundup of global war news taken from WGAR's own wires, prepared by a full-time editorial staff, broadcast by newsman Bob Kelley. This program also features J. B. McGeachy in a daily pickup from BBC in London.

Dave Baylor's Commentaries—Mon. Wed. Fri. 6:05 P. M. One of the few independent U. S. radio stations to send its own war correspondent abroad, WGAR airs "Dave Baylor's Commentaries" from France three times weekly, gives home folks a vivid picture of Cleveland men in modern warfare.

XUM

Wanted—Experts to Sell Television

Missionary-Minded Men Needed to Do Job on Man Who Pays

By ROBERT S. PEARE

Vice-President
General Electric Co.

MR. PEARE

IT IS HIGHLY probable that coming months will witness a bumper crop of television "experts". And if there is anything that we who find ourselves in the television business, by virtue of our developmental and commercial activities, can do to condition the soil or advance the art of "experting", we should do it. For next year—right now, in fact—television has a great need for these experts—as hard-working, enthusiastic, and open-minded missionaries.

For several years General Electric Co. has operated its television transmitter WRGB in Schenectady as a proving-ground station. In the last 2 years we have telecast over 700 different live-talent programs in 30 some classifications. Our audience was necessarily small, because wartime restrictions on consumer goods were clamped down just when the demand for television receivers began to soar. But we have studied that audience, its preferences and prejudices, thoroughly.

Know About 'Nots'

In the end we have probably learned more about what television programs should *not* consist of than about the positive factors. It seems to us now that the most important faculty that any potential expert can bring to television programming is an open mind, completely innocent of preconceived notions stemming from radio, motion pictures, and the theatre.

This is no reflection on these longer-established entertainment fields; just the contrary. Television has drawn on them in the past, and will do so even more in the future. But because television combines elements of each, because it removes some of the traditional limitations, it provides them with a new starting point. And it should be approached without prejudice.

GOING WAY UP to get an angle shot of sportsmen discussing Remington Arms cartridges during a commercial program on WRGB Schenectady, the cameraman beams his lens at Gail Evans (l) sportsman, and Oliver Rodman, publisher of *Outdoors* magazine. Note the guns on the table.

I could repeat here some of the facts elicited by surveys which we carry on continuously with our audience. They have appeared elsewhere. But more important to the problem of television programming are certain other conclusions that have grown upon us.

Up to Audience

We used to say that the future of television depended not on the engineers, who are far along on their job, but on the receiving audience. That is true as a generalization, but we are now past the generalizing stage. Technical progress is very important, but is definitely assured. Constant improvement in the forms of entertainment and education to be offered by television is very important, but in that field of development I belive we can expect great things.

There is a third and most important condition—the fact that there will be no opportunity for the engineer, the manufacturer, the station operator, or the entertainer to progress unless and until we have a telecasting system that can stand on its feet as a going business. That time will come only when advertisers recognize what television as a medium can do for their business, when they begin to use television as an advertising medium, and when this results in an assured revenue for the station.

Stations to Come

For that reason our interest goes far beyond WRGB and the other existing pioneer stations, which have a special reason for their existence, and whose support can be justified on experimental grounds. All of us have a vital interest in the many stations to come, stretching across the country, depending for their life on sound local support as a unique advertising medium. In this sense, then, television's future depends immediately on the efforts and knowledge of the experts and missionaries mentioned earlier. While it may not seem so at first glance, this is closely related to our present programming activities.

We must learn now not just what constitutes good television entertainment, and the technique of producing it in the studio. We must learn, too, the companion technique of making television a good selling medium—of blending with entertainment the science of selling and the commercial presentation, that highly important ingredient which is represented in radio by the "commercial". What a "commercial" will be in television we have only the faintest notion, but we are working on it.

Role of Films

We must consider that each individual home television audience is small, selective, and intense. Television, which is inherently more expensive than radio to produce, will have far fewer hours in a day in which to appeal to an audience that is essentially local in character, and that, while watching a program, cannot stray from the room in which the receiver is located. But to that smaller audience, in those fewer hours, television can present a story in a way that radio and motion pictures will never approach.

Those are parts of the problem to be faced by the advertiser, and his advertising agency. That problem cannot wait for its solution until the stage is set for network television. That stage will never be fully set until *afterwards*. The real customer in the television market is not the ultimate listener-seer—but the man with something to sell, whether it be goods or an idea.

Extra Income

It is quite possible that specially produced short films will be to television what today's recorded programs and spots are to broadcasting—supplementary revenue—producing material which will in turn support more ambitious and more expensive presentations. We need no special talent today to produce a football game, or the opera, or a Broadway hit. Those exist. But they will exist in television only if the local advertisers in Dubuque or Altoona or Billings are enthusiastic users of their local television station.

Agency Interest

There are great American industries that broadcasting has never adequately served, such as styles and fashions, fabrics and decorating, cosmetics and furniture. These are meat for television—when we learn how. Now is the time to learn.

Several advertising agencies and manufacturers have come to Schenectady in the past months because they recognized this problem. Others have shown an interest. We have welcomed them and will continue to do so, because General Electric wants to do everything in its power to help build the best television technique in the world.

RIGHT AND WRONG way to apply makeup in a television production was demonstrated not long ago to the women in the Troy-Albany-Schenectady area over WRGB, General Electric's video station. Mary Stuyvesant, Pond's beauty expert, displays charts before the television camera—with plenty of Pond's products on the table in a video layout.

XUM

WDEL
WTAM
WMAQ
WMBG
WGKV
WFBG
WTBO
KROC
KGBX
WISE
WJAX
WJDX
WAPO
KARK
KFYR
KSEI
KMJ

WBAL
WSPD
WTMJ
WFEA
WEEU
WMRF
WGBF
KYSM
WTAR
WOPI
WFLA
WAML
WROL
KPRC
KGU
KTFI
KGW

WRC
WWJ
KODY
WLBZ
WRAW
WHIS
WHO
KOB
KOMO

WGY
WLW
KSTP
WRAK
WRDO
KOAM
WOOD
KTSM
KHQ

WIBA
WEAU
WSJS
WCRS
WIOD
KVOO
KIDO
CBL
KDYL

WSYR
WENY
WSAN
WBRE
WHIZ
KFAM
KYUM
KMED
WTTM
WAZL
WEST
WMVA
KSD
KSOO
KPO
KFSD
KOA

WKBH
WOW
WBEN
WDAF
WSOC
WFBC
WSAV
WSM
WBRC
WSFA
WFAA
WBAP
WDAY
KRIS
KTAR
KVOA
KFI

KDKA
WAVE
WJAC
WMFG
KELO
WTMA
WALA
WCOA
WMC
WHAM
WSB
WORK
WIS
KTBS
CBM
KYW
CBF

WIRE
WLOK
WGAL
WHLB
WBLK
WBOW
KANS
KWBW
KGNC
KGHL
KGIR
KPFA
KRBM
KYCA
KGLU
KWJB
KRGV

WCSH
WKBO
WEBC
WJAR
WSAM
WTIC
WBZA
WBZ
WEAF
WOAI
WPTF
WSMB
WKPT
WFOR
WKY
WLAK
WGL

What makes this network work?

- These 146 stations, woven into a blanket to cover the 3,026,789 square miles of the United States . . .
- These 146 stations, interlaced into an extensive pattern of clear channels, regionals and locals . . .
- These 146 stations, affiliates of the National Broadcasting Company . . . are what make this network *work.*

NBC salutes its associated stations for their individual and collective contributions to the war effort; salutes them for the role they are playing, both nationally and locally, in building morale, educating, informing and entertaining America's millions under stress of war; salutes them for their loyalty and belief in the American system of network broadcasting which is founded on the principle of free enterprise devoted to the service of a free people.

Their leadership in the past, their constant willingness and ability to render public service during the war, their keen awareness of the challenge of the future which promises newer and even greater service to the people, these are the most important factors which give NBC its leadership as a network, which make NBC *"The Network Most People Listen to Most."*

A Service of Radio Corporation of America

National Broadcasting Company

America's No. 1 Network

XUM

WKBW
50,000 WATTS
Columbia Network
BUFFALO, N.Y.
WGR
5000 WATTS BY DAY
1000 WATTS BY NIGHT
Blue Network
BUFFALO BROADCASTING CORP.
RAND BUILDING . BUFFALO, N.Y.
National Representatives FREE & PETERS, INC.

Television, Combination AM-FM Sets Planned by Majority of Manufacturers

MOST of America's set manufacturers plan to make television sets and combination AM-FM receivers in the postwar period, a survey conducted by *Radio & Television Retailing Today* disclosed. Questionnaires went to 54 manufacturers. Only three didn't reply.

Television sets will range in price from $79 to $1,000, according to replies of 45 firms. Of that number 42 definitely plan to make video receivers, two do not and one was uncertain. Six failed to answer the question: "Do you expect to make television sets?" Average price will range between $175-$250, according to the survey. Andrea Radio Corp. quoted the lowest estimate, $79, while Fada estimated its top price at $1,000.

Of those planning television set manufacture, 22 said they will make projection type receivers. One answered "no"; one, "probably".

On broadcast sets 43 replied that standard receivers will include FM equipment. Five plan to make "some" combination sets, one is making plans for FM and television sets while another will turn out special FM sets.

Only 13 firms plan to manufacture auto radios, 34 answering "no". One will turn them out on a contract basis only and the other for manufacturers only.

There'll be more home recording sets after the war, the survey indicated. Of 34 manufacturers who have plans for making recording units, 24 will specialize in home sets. Two will handle only professional recording apparatus, while six other firms said they plan to make both professional and home sets. One replied recording sets would be made as required for combination units.

Types & Price Ranges of Postwar Receivers

(Compiled by Radio & Television Retailing Today)

Manufacturer's Name	Television			Radio		Recording	
	Do you expect to make television sets?	Estimated retail price range	Will you make projection type sets?	Will broadcast sets include FM?	Will you manufacture auto sets?	Will you manufacture recording equipment?	Professional or home recording
Admiral Corp.	yes	$175–$150	yes	yes	no	yes	pro.
Air King Products Co.	yes	$250–$750	yes	yes	no	yes	home
Andrea Radio Corp	yes	$79–$700	yes	yes	no	no	
Ansley Radio Corp.	yes			yes	no	no	
Automatic Radio Mfg. Co.	yes			yes	yes		
Belmont Radio Corp.	yes			yes	yes	yes	home
Browning Labs.				yes	no	no	
Colonial Radio Corp.	yes		yes	yes	yes	yes	home
Crosley Corp.	yes	$125–$200[1]	yes	some	no	yes	home
Delco-Radio				yes	yes		
DeWald Radio Mfg. Corp.	yes		probably	yes	no	yes	home
Allen B. DuMont Labs.	yes		yes	[2]	no	no	
Eckstein R. & Tele. Co.	no			some	yes	yes	home
Electrical Research Labs.	yes			yes	no		
Electronic Corp. of America				yes	no	yes	home
Emerson R. & Phono. Corp.	yes		yes	yes	no	yes	both
Espey Manufacturing Co.	yes	$200–$500		yes	no	yes	home
Fada Radio & Electric Co.	yes	$300–$1000	yes	[3]	no	[4]	[4]
Farnsworth Tele. & R. Corp.	yes		yes	yes	yes	probably	
Freed-Eisemann Radio	yes	$600 up	yes	yes	no	yes	home
Galvin Mfg. Corp.	yes			yes	yes	yes	home
Gared Radio Corp.	yes		yes	yes	no	yes	home
General Electric Co.	yes	$200 up	yes	yes	no	yes	both
General Tele. & R. Corp.*							
Gilfillan Bros., Inc.	yes	$375–$750	yes	yes	no	yes	home
Hallicrafters Co.	yes		no	yes	no	no	
Hamilton Radio Corp.	possibly	$400–$600	yes	yes	[5]		
Hammarlund Mfg. Co.*							
Hoffman Radio Corp.	yes			yes	no	yes	home
Howard Radio Co.	yes			yes	no	yes	home
International-Detrola Corp.	yes	$150–$300		some	yes		
Magnavox Co.	yes			yes	no	yes	both
Majestic R. & Tele. Corp.	yes	$200 up		yes	no	yes	home
Meissner Mfg. Co.	yes		yes	yes	no	yes	home
National Co. Inc.*							
Noblitt-Sparks Industries	yes			yes	no	no	
Packard-Bell Co.	yes	$200–$500	yes	yes	no	yes	home
Philco Corp.	yes	$125–$150[6]	yes	yes	yes	yes	home
Philharmonic Radio Corp.	yes			yes	no	yes	
Pilot Radio Corp.	yes	$500	yes	yes	no	no	no
RCA Victor Div., RCA.	yes	$200–$400	yes	yes	[7]	yes	pro.
Remler Co.	yes	$150–$300	yes	yes	no	yes	home
Setchell-Carlson Co.	yes			yes	yes	yes	
Sonora R. & Tele. Corp.				yes	yes	yes	home
Sparks-Withington Co.	yes			yes	yes	yes	home
Stewart-Warner Corp.	yes			yes	no	yes	home
Stromberg-Carlson Co.	yes		yes	some	no	yes	home
Templetone Radio Co.	yes	$125–$495	yes	yes	no	yes	both
Trav-Ler Karenola R. & T. Co.				yes	yes	yes	home
Warwick Mfg. Corp.	no			yes	no	no	
Watterson Radio Mfg. Co.	yes			some	no	yes	both
Westinghouse Elec. & Mfg.	yes			yes			
Wilcox-Gay Corp.				yes	no	yes	both
Zenith Radio Corp.	yes						

*Indicates that no reply to questionnaire was received at the time of going to press. [1] and up—[2] FM in Television Sets—[3] Special FM Sets—[4] Only as required for Combination units—[5] On contract basis—[6] Table Models—[7] for Manufacturers only—[8] Phono. Combination.

ANOTHER KGW ACHIEVEMENT IN PUBLIC SERVICE

Portland was one of 15 cities selected by the U.S. Treasury Department for the "Four Freedoms" War Bond show. The presentation was sponsored by the Meier & Frank department store of Portland. KGW was used exclusively for all radio promotion of the event. And Portland, the Meier & Frank Co. and KGW hung up War Bond sales of $31,242,326—nearly ten million dollars more than the next nearest of the 15 cities. The Portland showing also established a national WAC recruiting record. Pictured are some of the luminaries who made personal appearances.

MRS. MARK CLARK

BRIAN DONLEVY

MAJOR ALLEN MARTINI AND ACTOR PHILIP DORN

AARON M. FRANK, PRESIDENT OF MEIER & FRANK CO.

SAYS..."While Portland has long had the reputation for all-out participation in furthering the war effort, the success of the Four Freedoms War Bond show has been a revelation. The whole-hearted co-operation of the staff of radio station KGW was an important factor in making possible the establishment of two national records in connection with the show. It is a pleasure to pay this tribute to KGW for the patriotic job in public service the station is doing for war effort."

THE STATION WITH EAR APPEAL

KGW

PORTLAND
OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.

The Role of a Film Company in Television

Medium Declared To Be Ready For Public

By **RALPH B. AUSTRIAN**
Executive Vice-President
RKO Television Corp.

"WHY is RKO interested in television?" The answer is simple, logical.

Television, an accomplished fact, is really talking pictures projected by a new and different means from that employed by the cinema. The business of RKO and its affiliated companies is the production, distribution and exhibition of talking pictures. The parallel is obvious.

The present talking motion picture is thrown upon the screen from film in a nearby projector. Television talking pictures are thrown on the screen of a home receiver from actual live events or films projected over the airwaves from a bradcasting station many miles distant. The result in either case is practically identical. The end product is a talking motion picture—and talking motion pictures of all kinds are RKO's business.

Has television reached a point in its development where it can be employed as a practical form of entertainment? As an advertising medium? As a public service medium? As an educational asset?

The answer is, yes. True, television today has not yet reached a state of perfection, but then the word perfection is only a relative term. Automobiles, electric refrigerators, radios are not yet perfect, but they do perform satisfactorily enough to afford untold convenience, comfort and entertainment for millions. The shortcomings any of these great modern inventions may have are more than offset by the fact that they do give the user *his money's worth.*

RKO believes that television has reached such a point in its development that today it stands at the very threshold of being able to place in the homes of America an entertainment and educational medium that will definitely give the user *his money's worth.*

While television is generally regarded as primarily the concern of radio broadcasting companies, it is most definitely a field which cannot be ignored by the motion picture industry.

Anything which bids for the leisure time of the public—from baseball to magazines—is in competition with the movies, but television, which has the appearance of "motion pictures in the home" may seem to be a potent threat to theatre exhibition.

It is believed that the most suitable types of television programs, as they are evolved through experience, will be far different in character from the feature motion pictures created in Hollywood for theatre exhibition. In the evolving of such programs, however, motion picture techniques may play an even greater part than existing radio techniques and the use of film will probably be more important in television broadcasting than the electrical transcription disc is today in radio.

Rather than stand aside while others preempt the field it would seem to be in the best interests of the entire motion picture industry that producer-distributor companies should participate in television, not only to protect themselves but the exhibitors as well, by directing television programming into fields which would be far removed from feature pictures created for the theatre. Unless this is done, there will be a tendency for television to become dependent upon the showing of feature pictures made primarily for theatre exhibition.

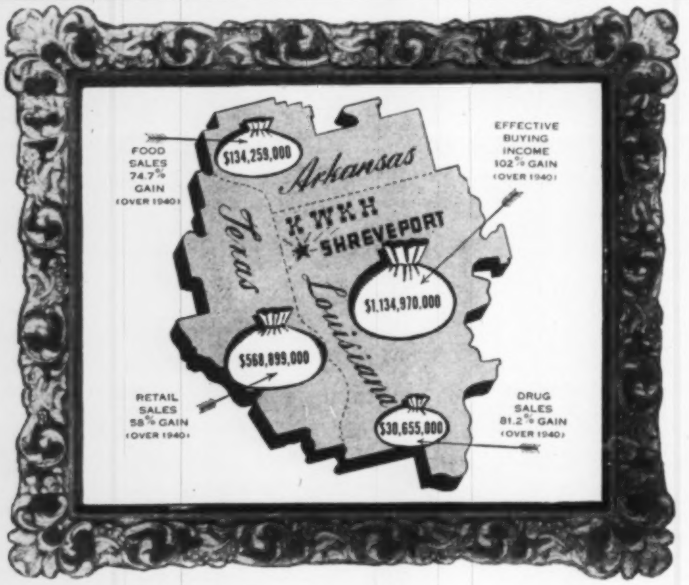
There are still those who believe that television will seriously hurt the motion picture business. It is now pretty well established that radio has not hurt the motion picture business and yet it *is* a device designed to keep people in their homes. Properly used, radio has helped the picture business.

During the past few months many inquiries from prospective advertisers and prospective telecasting station operators have been made which indicate that while they have great faith in the ultimate future of television, they are rather puzzled as to how they can program their stations in the early days. Sooner or later the discussion has veered to the use of programs on film or, as RKO refers to them, "Telereels" (trade-mark registered).

The average station operator, the word "average" here meaning one located at a distance from one of the major metropolitan districts, is now dependent upon programs that reach him from talent centers. Ordinary radio broadcasting has shown us that local talent cannot supply more than a fraction of the needed program material.

It is quite evident that telecasting stations will be in operation considerably sooner than network programs will become available and it is here that the film tran-

(*Continued on page 68*)


FOOD SALES 74.7% GAIN (OVER 1940)
$134,259,000
EFFECTIVE BUYING INCOME 102% GAIN (OVER 1940)
Arkansas
Texas
KWKH
SHREVEPORT
Louisiana
$1,134,970,000
$568,899,000
RETAIL SALES 58% GAIN (OVER 1940)
DRUG SALES 81.2% GAIN (OVER 1940)
$30,655,000

PORTRAIT OF A *Prosperous* MARKET

• Spendable wealth is on the increase in this region today. Yet it is not merely prosperity accelerated by war for it has long been looked upon as a well-to-do market, showing steady gains year after year. And, after Victory is won, its rich resources such as oil and gas, lumber and minerals, agriculture and livestock, will continue to make it a prosperous market. It's an area worth investigating—to SELL now and BUILD sales for the future.

(The above figures were compiled from Sales Management's 1944 "Survey of Buying Power.")

KWKH
50,000 WATTS
A Shreveport Times Station CBS Represented by the Branham Co.
THE SELLING POWER IN THE BUYING MARKET

XUM

FIRST

NBC TELEVISION
STATION TO BE
BUILT AFTER
THE WAR !!

We welcome the opportunity to lead the way in Washington. Being first in Washington is an old WRC habit—21 years old. 21 years of continuous leadership. Programs, public service, alertness—and of course—advertisers' preference.

WRC

REPRESENTED BY NBC SPOT SALES
WASHINGTON

it works for me like MAGIC...

If you're like me, you're one of several hundred time buyers who are faced every day with buying stuff on stations where they get results fast—or else.

Maybe I'm prejudiced about WOR. You see, it was my first successful buy when I was just a raw recruit in this agency business. But in ten years I've placed more than $450,000 worth of business on WOR, and it let me down only once—That was when a client turned a blank ear on my recommendation that he should put more time into product development before having WOR start a stampede to dealers' stores.

I don't care whether it's a spot, a participation, or a WOR-created show I pick, that station works for me like magic. Sure, I know it's powerful, and that it covers 33 cities and trading areas of more than 100,000 people each. But let me tell you, WOR's got more than just these things.

For instance, it has a knack for creating shows that become sort of part of the family. Don't ask me how it's done. It's the sort of thing, I suppose that makes great magazines, movies, or song hits. Whatever it is, you can bet that when your message is piloted into hundreds of thousands of homes on shows run by WOR people like John Gambling, Pegeen Fitzgerald, Joe Bier, Uncle Don, Bessie Beatty, Stan Lomax, Martha Deane and others, you can just about estimate your sales increase before the orders start coming in.

Optimist? You mean me? Nothing of the kind. I've been too long on this side of the fence to lean hard on just guessing. Take it from me, WOR's got an uncanny way of packing sales dynamite into simple, sure-fire programs that keep hundreds of thousands of listeners close to where the sounds come from.

—that power-full station,
at 1440 Broadway
in New York

WOR

NOTE: We doubt whether anything could more emphatically underline the words above than the list which appears below and on the following pages. Here in black and white are the names of 262 sponsors who have used WOR during the first 6 months of 1944. The messages of the majority of them were carried on WOR-created shows.

COMPANY	PRODUCT
AMUSEMENTS	
Bamberger, Theron	*"Tomorrow The World"—show*
Columbia Pictures Corp.	*"None Shall Escape"—movie* *"Cover Girl"—movie* *"Address Unknown"—movie*
Loew's Inc.	*"Song of the Open Road"—movie*
Metro-Goldwyn-Mayer	*Pictures*
Metro-Goldwyn Picture Corp.	*"Madame Curie"—movie* *"Bridge of San Luis Rey"—movie* *"Lost Angel"—movie* *"Lady and The Monster"—movie* *"See Here Private Hargrove"—movie* *"Tunisian Victory"—movie* *"Follow The Boys"—movie* *"White Cliffs of Dover"—movie*
Meyer Davis	*"Wallflower"—show*
Paramount Pictures, Inc.	*"The Uninvited"—movie* *"Standing Room Only"—movie* *"Lady in the Dark"—movie* *"For Whom The Bell Tolls"—movie* *"Dr. Wassell"—movie*
Playland Holding Corp.	*Rockaway Playland Park*
Republic Pictures Corp.	*"Fighting Seabees"—movie*
Ringling Bros. & Barnum & Bailey	*Circus*
R.K.O. Pictures, Inc.	*"Higher and Higher"—movie* *"Up In Arms"—movie* *"Snow White and the Seven Dwarfs"—movie* *"Desert Song"—movie*
Select Theatres Corp.	*"Ziegfeld Follies"—show* *"Mrs. January & Mr. X"—show* *"Ten Little Indians"—show*
Twentieth Century Fox Film Corp.	*'Life Boat"—movie* *"Song of Bernadette"—movie* *"The Sullivans"—movie* *"Purple Heart"—movie* *Film Productions*
United Artists Corp.	*"A Voice in the Wind"—movie* *"Up in Mabel's Room"—movie* *"Knickerbocker Holiday"—movie* *"Hairy Ape"—movie*
AMUSEMENTS *(Cont.)*	
Universal Pictures	*"Gung Ho"—movie* *"Christmas Holiday"—movie*
Warner Bros. Pictures, Inc.	*Film Productions* *"Desert Song"—movie* *"Adventures of Mark Twain"—movie*
AUTOMOBILES	
General Motors Corp.	*Institutional*
BEVERAGES	
Dubonnet Corp.	*Dubonnet Wine and Vermouth*
Edelbrau Brewery, Inc.	*Edelbrew Beer*
Gambarelli and Davitto	*Swiss Colony Wines and G&D Vermouth*
Great Northern Wine Co.	*Gallo Wines*
Hoffman Beverage Co.	*Hoffman Beer and other beverages*
Petri Wine Company	*Wine*
Piel Brothers	*Piel's Beer*
Renault and Sons, Inc., L. N.	*Wines, Champagne and Vermouth*
Ruppert Brewery, Jacob	*Ruppert's Beer and Ale*
Schaefer Brewing Co., F. & M.	*Schaefer Beer*
Trommer, Inc., John F.	*Trommer's White Label Beer*
CLOTHING AND APPAREL	
Bali Brassiere Co.	*Bali Brassieres*
Davidson Bros. Corp., The	*"Mary Barron" slips*
Douglas Shoe Co., W. L.	*Shoes*
Goodall Co., The	*Palm Beach Suits*
Gotham Hosiery Co.	*Hosiery*
Lee Co., The Frank W.	*Lee Hats*
Minor and Son, Inc., P. W.	*Treadeasy Shoes for Women*
CONFECTIONS AND SOFT DRINKS	
Abbott's Dairies, Inc.	*Jane Logan DeLuxe Ice Cream*
American Chicle Co.	*Chewing Gum*
Association of Manufacturers of Confectionery and Chocolates	*Confections*

WOR *sponsors (continued)*

CONFECTIONS AND SOFT DRINKS *(Cont.)*

COMPANY	PRODUCT
Beech-Nut Packing Co.	*Gum and Confections*
Borden Co., Pioneer Brands Div. of The	*Horton's Ice Cream*
Breyer Ice Cream Co.	*Breyer's Ice Cream*
Clark Brothers Chewing Gum Co.	*Clark's Teaberry Gum*
Mason, Au and Magenheimer Confectionery Mfg. Co.	*"Dots" and "Black Crows" candy*
Paul Inc., Peter	*Candy and Chewing Gum*
Philadelphia Dairy Products	*Dolly Madison Ice Cream and Aristocrat Ice Cream*
Rockwood and Co.	*Rockwood's Chocolate Bits*
Wrigley, Jr. Co., William	*Gum*

DRUGS AND PHARMACEUTICALS

COMPANY	PRODUCT
B C Remedy Co.	*B C Remedy*
Bauer & Black Co.	*Blue Jay Foot Products*
Beaumont Co.	*Beaumont 4-Way Cold Tablets*
Block Drug Co.	*Gold Medal Capsules*
Briggs Co., C. A.	*H-B Cough Drops*
Carter Products, Inc.	*Carter's Little Liver Pills*
Ex-Lax, Inc.	*Ex-Lax and Jests*
Foster Milburn Co.	*Doan's Pills*
Grove Laboratories, Inc.	*Grove's Bromo-Quinine, Vitamins and Cold Tablets*
Humphrey's Homeopathic Medicine Co.	*Humphrey's "77", "15", or other acceptable product*
Lanteen Medical Laboratory	*Vi-Teens (vitamin tablets)*
Lever Brothers Co.	*Vimms*
Lewis-Howe Co.	*Tums and NR Remedy*
Luden's, Inc.	*Mentholated Cough Drops*
Maryland Pharmaceutical Co.	*Rem and Rel*
McKesson and Robbins, Inc.	*Bexel*
Mentholatum Co., The	*Mentholatum Salve*
Miles Laboratories, Inc.	*One-A-Day Vitamins and Nervine*
Musterole Co.	*Musterole*
Pfunder, Inc., F. H.	*Pfunder's Tablets*
Pharmaco, Inc.	*Feen-A-Mint and Chooz*
Pinex Co., The	*Pinex Cough Syrup*
Piso Co.	*Piso Cough Syrup*
Plough Inc.	*St. Joseph Aspirin and Penetro Nose Drops*
Purepac Corp.	*Flemex*
Serutan Co.	*V-Bev, Serutan and Nutrex*
Stanback Co., Ltd.	*Stanback Headache Powder*
Vick Chemical Co.	*All Vick Products*

FOODSTUFFS

COMPANY	PRODUCT
Agash Refining Co.	*Royal Cook Salad Oil*
American Dietaids Co.	*Souplets*
Ams, Inc., Max	*Airline Prune Juice*
Atlantic Macaroni Co.	*Caruso Brand Food Products*
Beardsley's Sons, J. W.	*Peanut Butter*
Best Foods, Inc., The	*Hellmann's Mayonnaise and Nucoa, Hecker's Flour, Force and Presto*
Blue Moon Foods Inc.	*Cheese Specialties*
Borden's Farm Products of N. Y.	*Milk*
Brick Oven Bakers, Inc.	*Brick Oven Bread and Rolls*
Brill Co., H. C.	*Spaghetti Sauce*
Campbell Soup Co., The	*Soup*
Chef Boy-Ar-Dee Quality Foods Inc.	*Spaghetti Dinner*
Continental Baking Co.	*Wonder Bread*
Dannon Milk Products, Inc.	*Dannon Yogurt Milk*
Davis Sales Co., R. B.	*Cocomalt*
Delapenha and Co., R. U.	*Marmalade*
Duff and Sons Inc., P.	*Duff's Waffle Mix and Muffin Mix*
Duffy-Mott Co., Inc.	*Mott Apple Prod. and Sunsweet Prune Juice*
Dugan Brothers, Inc.	*100% Whole Wheat Products*
Durkee Famous Foods	*Durkee Salad Dressing*
Eppens Smith Co., Inc.	*Holland House Coffee and Challenge Tea*

FOODSTUFFS *(Cont.)*

COMPANY	PRODUCT
Fischer Baking Co.	*Fischer Bread and Cake*
Flako Products Co.	*Flako Pie Crust, "Cuplets" and Flakorn Corn Muffin Mix*
Florida Citrus Exchange	*Oranges and Grapefruit*
General Baking Co.	*Bond Bread*
Goodman and Sons, Inc., A.	*Noodles, Vegetable Noodle Soup*
Grass Noodle Co., I. J.	*Mrs. Grass' Veg. Noodle Soup and Genuine Egg Noodles*
Grocery Store Products Sales Corp.	*Kitchen Bouquet*
Gulden Co., Inc., Charles	*Mustard*
Hansen's Laboratories, Inc., Chr.	*Junket Rennet Powder and Tablets*
Hawaiian Pineapple Co. Ltd.	*Dole Pineapple Products*
Heinz Co., H. J.	*Heinz Mustard & "57" Sauce*
Indian River Canners, Inc.	*Grapefruit Juice*
Isbrandtsen-Moller Co., Inc.	*"26" Coffee*
Kellogg Company	*Pep, "All-Bran"*
Lever Bros. Company	*Spry*
Maggi Co., Inc.	*Maggi Bouillon Cubes and Seasoning*
Maine Development Comm.	*Maine Potatoes*
Martinson and Co., Joseph	*Martinson's Coffee*
Mattlage Sales Co., C. F.	*You-All French Dressing*
Megowen Educator Food Co.	*Educator Crax*
National Oats Co.	*3-Minute Oat Flakes*
Newark Cheese Company	*Sante Cheese or other acceptable products*
Pan American Coffee Bureau	*Pan American Coffee*
Paton Company, John G.	*Golden Blossom Honey and Yuban Coffee*
Penick and Ford, Ltd., Inc.	*My-T-Fine Desserts*
Phillips Packing Co.	*Soups and Vegetables*
Pure Food Co.	*Herb-Ox-Bouillon Cubes*
Purity Bakeries Service Corp.	*Taystee Bread*
Quaker Oats Company	*Quaker Oats and Mother's Oats*
Ralston Purina Co.	*Cereal Foods*
Richmond-Chase Company	*Heart's Delight Canned Fruit (peaches, apricots, prunes and whole fruit nectars)*
Ritter Company, P. J.	*Tabasco Catsup*
S & W Fine Foods Inc.	*Apple Juice*
Schonbrunn and Co. Inc., S. A.	*Savarin Coffee*
Seeman Bros.	*White Rose Tea*
Sheffield Farms Co., Inc.	*Dairy Products*
Skinner Manufacturing Co.	*Raisin-Bran*
Smith Co., Allen B.	*Smith's Split Peas*
Soy Food Mills, Inc.	*Golden Mix for Griddle Cakes and Muffins*
Stahl-Meyer Inc.	*Meat Food Products*
Stokeley Inc.	*Tenderoni*
Straub & Co., William F.	*Lake Shore Prune Juice*
Swift and Co.	*All Sweet Margarine*
Taylor Reed Corp., The	*Tumbo Puddings*
Uco Food Corp.	*Uco Coffee*
Walker's Austex Chili Co.	*Maxene*
Wander Co., The	*Ovaltine*
Ward Baking Co.	*Tip-Top Bread*
Washington Coffee Refining Co., G.	*G. Washington Instant Coffee*
Wheatena Corp., The	*Wheatena*
Williams Co., R. C.	*Royal Scarlet Coffee*

GAS, OIL AND ACCESSORIES

COMPANY	PRODUCT
Richfield Oil Co. of N. Y.	*Gasoline and Oil*
Sinclair Refining Co.	*Gasoline and Oil*

HOUSEHOLD EQUIPMENT & FURNISHINGS

COMPANY	PRODUCT
General Electric Co.	*Mazda Lamps*

INSURANCE AND FINANCIAL

COMPANY	PRODUCT
Employers' Group Insurance Companies of Boston, The	*Insurance*
Loyal Order of Moose	*Insurance Benefits*
Lumberman's Mutual Casualty Co.	*Insurance*

INSURANCE AND FINANCIAL *(Cont.)*

COMPANY	PRODUCT
Mutual Benefit Health & Accident Assoc.	*Insurance*
North American Accident Insurance Co.	*Accident Insurance*
Savings Banks Ass'n of N. Y. State	*Savings Banks*

RETAIL ESTABLISHMENTS

COMPANY	PRODUCT
Ackerman Clothes, Inc., Simon	*Men's Clothing*
Adam Hat Stores	*Men's Hats*
Bloomingdale Bros. Inc.,	*Department Store*
Bond Stores, Inc.	*Men's Clothing Stores*
Cascade Laundry, Inc.	*Laundry Service*
Conformal Footwear Co.	*Women's and Men's Shoes*
Fox, Inc., I. J.	*Fur Storage and Furs*
Hearn Dept. Store	*Department Store*
Howard Clothes Corp.	*Howard Clothes*
Macy and Co., R. H.	*Department Store*
Lorstan Studios	*Photographic Studios*
McCue Brothers and Drummond, Inc.	*Men's Hats*
Shattuck Co., Frank G.	*Schrafft's Restaurants*
Willoughby Camera Stores, Inc.	*Cameras*

SOAP AND HOUSEHOLD SUPPLIES

COMPANY	PRODUCT
Armour Soap Works	*Chiffon Soap Flakes*
Automatic Paper Machinery Co.	*Cut-Rite Waxed Paper*
Barco Laboratories, Inc.	*Barcolene Household Cleanser*
Colgate-Palmolive-Peet Co.	*Palmolive Soap and Supersuds*
Coughlin Co., G. H.	*Chimney Sweep*
Glidden Co.	*Spred Paint*
Griffin Manufacturing Co., Inc.	*Griffin Shoe Polish*
Gulf Oil Corp.	*Gulf Spray*
Hudson Pulp and Paper Co., The	*Paper Towels and Facial Tissues*
Kirkman and Sons, Inc.	*Soap and Soap Flakes*
Larvex, Division of Zonite Products Corp.	*Larvex Moth Products*
Lever Bros. Co.	*Rinso, Lifebuoy*
O'Cedar Corp.	*Furniture Polish, etc.*
Opitz, Inc., John	*J-O-Insecticide*
Radbill Oil Co.	*Renuzit French Dry Cleaner*
Seeman Bros.	*Air Wick (deodorizer)*
Simoniz Co.	*Simoniz & Simoniz Kleener*
Wilbert Products Co.	*Wilbert's Floor Wax and Shoe Cleaner*
Williams Co., R. C.	*OD-30*

TOBACCO PRODUCTS

COMPANY	PRODUCT
American Cigarette and Cigar Co.	*Pall Mall Cigarettes*
Axton-Fisher Tobacco Co., The	*Fleetwood Cigarettes*
Bayuk Cigars, Inc.	*"Phillies" Cigars*
Benson and Hedges	*Virginia Round Cigarettes*
Consolidated Cigar Corp.	*Harvester Cigars*
Frieder & Sons, Co., S.	*Garcia Grande & Habanello Cigars*
General Cigar Company	*White Owl Cigars*
Morris and Company Ltd., Philip	*Dunhill and Philip Morris Cigarettes*
Waitt & Bond Inc.	*Blackstone Cigars*

TOILET GOODS AND COSMETICS

COMPANY	PRODUCT
Artra Cosmetics Inc.	*Sutra*
Barbasol Co.	*Barbasol Shaving Cream*
Campana Sales Co.	*Campana Balm, Hand Cream, Old South Toiletries, Dreskin Coolies*
Carter Products	*Arrid*
Colgate-Palmolive-Peet Co.	*Colgate Dental Cream*
Conti Products, Inc.	*Shampoo and Soap*
Gillette Safety Razor Co.	*Gillette Razors and Blades*

TOILET GOODS AND COSMETICS *(Cont.)*

COMPANY	PRODUCT
Hudnut Sales Co., Richard	*Salon and Beauty Preparations*
Johnson and Johnson	*Tek Toothbrushes, Baby Powder and Red Cross Surgical Dressings*
Jordeau Inc., Jean	*Zip*
Lamont Corliss and Co.	*Pond's Cream*
Manhattan Soap Co.	*Sweetheart Soap*
Marlin Firearms Co.	*Marlin Razor Blades*
Noxzema Chemical Co.	*Noxzema, Shaving Cream and Sunburn Cream*
Potter Drug and Chemical Corp.	*Cuticura Soap and Ointment and Cuticura Preparations*
Resinol Chemical Co.	*Resinol Soap and Ointment*
Roger and Gallet	*Lip Pomade*
Semler, Inc., R. B.	*Kreml Hair Tonic and Shampoo*
Web Distributing Co.	*Pyrozide (toothpowder)*
Wildroot Co.	*Wildroot Cream Oil*
Zonite Products Corp.	*Forhan's Toothpaste*

MISCELLANEOUS

COMPANY	PRODUCT
American Express Co.	*Travelers' Cheques*
American School	*Correspondence Courses*
Boots Aircraft Nut Corp.	*Aircraft Parts*
Buknore Farm	*Grass Seed*
Bulova Watch Co., Inc.	*Bulova Watches*
Cafe Zanzibar	*Night Club*
Consolidated Products Co.	*Buttermilk and Vitamin Products "E" Emulsion and Chick Emulsion*
Coxhead Corp., Ralph	*Vari-Typer Composing Machine*
Curtis Publishing Co.	*Saturday Evening Post*
Delaware, Lackawanna and Western Coal Co.	*'blue coal'*
Dixon Crucible Co., Joseph	*Dixon Pencils*
Dumont Laboratories, Inc., Allen B.	*Army-Navy "E" Award*
Emerson Radio and Phonograph Corp.	*Radios*
Esquire Inc.	*Coronet Magazine*
Fada Radio and Electric Co.	*Fada Radios*
Fear and Co., Fred	*"Chick Chick" and "Presto" Easter Egg Dyes*
Flex-O-Glass Mfg. Co.	*Flex-O-Glass*
Grumman Aircraft Engineering Corp.	*Aircraft*
Hamilton Ross Industries	*Children's Book of Rhymes*
Hartz Mountain Products Co.	*Bird Food and Joy Dehydrated Dog Food*
Helbros Watch Co.	*Watches*
Hotel Stevens	*Institutional*
Kerr Chickeries, Inc.	*Baby Chicks*
Longines-Wittnauer Co., Inc.	*Longines Watches*
Long Island Acres Inc.	*Real Estate*
Look, Inc.	*Look Magazine*
National Radio Institute	*Radio Course*
National Small Business Men's Asso.	*Institutional*
New Jersey Council	*Real Estate*
New York Central System	*Help Wanted*
New York Herald Tribune	*Newspaper*
New York Journal American	*Newspaper*
New York Post	*Newspaper*
New York Telephone Co.	*Telephone Service*
Painters' Association	*Institutional*
Port of New York Authority, The	*Help Wanted*
Quaker Oats Co.	*Ful-O-Pep Feeds*
Resort Hotels of Sullivan County	*Hotels*
Salsbury Laboratory, Dr.	*Poultry Remedies*
Sperry Corp., The	*Institutional*
Thermoid Co.	*Help Wanted*
Vitality Mills Inc.	*Vita-Fier (poultry feed fortifier)*
Waste Paper Consuming Industries, The	*Campaign to Conserve Waste Paper*
Waterman Co., L. E.	*Ink, Pens and Pencils*
Western Electric Co.	*Institutional, Employee Solicitation*
Wilson Sporting Goods, Inc.	*Sports Equipment*
Wool Novelty Co., Inc.	*Woolfoam*
Wright Aeronautical Corp.	*Help Wanted*

The Present and Future of Broadcasting

New Developments Coming Out of War To Be Utilized by Stations

By RAY C. ELLIS
Director, Radio & Radar Division, War Production Board

RAY C. ELLIS is admirably suited by virtue of both business and Government background to talk authoritatively about postwar possibilities facing broadcasters. Mr. Ellis, who has completed two years of Government work as head of the Radio & Radar Division, in private life was manager of the Delco Division of General Motors Corp. Prior to his association with Delco and the WPB, Mr. Ellis did engineering and sales work with Midwest Engine Co., Anderson, Ind., following his graduation from Massachusetts Institute of Technology.

MUCH of the credit for maintaining civilian broadcasting under difficult wartime conditions must go to the broadcasting industry for its fine cooperation with the War Production Board in following the Government regulations and restrictions which have been made necessary by military requirements for electronic equipment. The WPB recognizes the fine spirit shown by broadcasters in maintaining a high level of service to the public under these difficult circumstances.

On the question of whether more equipment will be available for broadcasting stations in the near future, it must be recognized that the military electronics program being carried out by the WPB Radio & Radar Division, calls for a 50% increase in 1944 over the stupendous electronics production in 1943, and every effort is being expended toward the maintenance of existing radio broadcast stations. These stations have an AA-1 rating, which is on a par with the military, for maintenance purposes.

MR. ELLIS

Recognition of the importance of meeting military requirements and maintaining existing broadcast stations does not yet allow the production of equipment for new stations, nor an increase in power for existing stations. The FCC and the WPB have jointly approved construction of a very small number of new stations where required equipment was on hand. These are of low power, mostly 250 w, and were deemed desirable in the public interest.

A procedure segregating the functions of WPB and FCC in acting on applications for new or expanding facilities for radio broadcasting stations was announced on Jan. 26, 1944.

This procedure provides that upon approving an application FCC will give the applicant a conditional grant, subject to WPB approval, for construction or modification of facilities. A permit will be granted by FCC after WPB has reviewed and approved the application. The procedure defines more clearly the field of operation of the two agencies and is the product of mutual study of problems of handling applications for new facilities.

Concerning the types of equipment which have been made available in recent months for broadcast stations, it may be said that the tubes needed for broadcasting are more readily available than they were six months or a year ago. A few types are still in very tight supply, such as 893, 833-A, 862 and 810. Practically all of the other smaller tubes and rectifier tubes are more available for maintenance and repair purposes. These may be obtained on an AA-1 MRO rating, as provided by Preference Rating Order P-133.

Studio equipment has been in tight supply and is likely to con-

(*Continued on page 154*)

WROK
The Blue Network
ROCKFORD, ILLINOIS
NOW MORE THAN 111,000 METROPOLITAN POPULATION
NATIONAL REPRESENTATIVES:
HEADLEY-REED CO.

Announcing the forthcoming publication of

RADIO ADVERTISING FOR RETAILERS

by C. H. SANDAGE

Visiting Professor of Business Research, Harvard University Graduate School of Business Administration to be published by the Harvard University Press

The study which this report summarizes was undertaken in 1942 and continued through the first half of 1944. It is an impartial case-analysis of the experience of more than 1,000 typical local and regional business houses throughout the United States which have used radio advertising.

In the foreword, Professor Melvin T. Copeland, Director of Research of the Harvard Business School, says, in part:

"Radio advertising, as one of the newer developments in the field of business administration, presents a timely and fertile field for constructive research. This is particularly true of local radio advertising; although considerable research has been conducted on the use of radio for national advertising, heretofore few studies have been made of the problems and experience of local advertisers in the use of radio. It was with special interest, therefore, that the Harvard Business School accepted a grant from the Columbia Broadcasting System for a study of the use of radio advertising by retailers and other local advertisers.

"...When industry again becomes dependent on civilian demand...a large volume of production and a high degree of employment can be maintained only if distribution and sales promotion are effective. Then the result of such studies as this one on local advertising will be especially useful..."

The study and report were completed by Prof. Sandage under the guidance of an Advisory Committee consisting of Professors Neil H. Borden, Harry R. Tosdal, Malcolm P. McNair, and Stanley F. Teele, all of the Harvard Business School. The book will be published about November 1. Its price will be between $4 and $5. Printing conditions are such that it may be advisable for those who wish early copies to write their reservations to Division of Research, Harvard Business School, Soldiers Field, Boston 63, Massachusetts.

The format and typography of the book have been conceived and directed by Mr. W. A. Dwiggins. It is profusely illustrated with charts which summarize the findings.

The topics discussed are implied in the following chapter-titles: Extent and Character of Radio Use by Local Business Firms ★ Radio as a Medium for Selling Specific Merchandise ★ Radio as a Builder of Good Will and Store Traffic ★ Factors Making for Success or Failure ★ The Radio Audience ★ The Radio Program ★ Spot Announcements ★ The Commercial Message ★ The Radio Station ★ Advertising Agencies and Other Service Organizations ★ The Regional Advertiser.

DIVISION OF RESEARCH
HARVARD UNIVERSITY GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
Boston, Massachusetts

WJW

HAS THE TOOTHPICKS

BIG FREDDIE MILLER

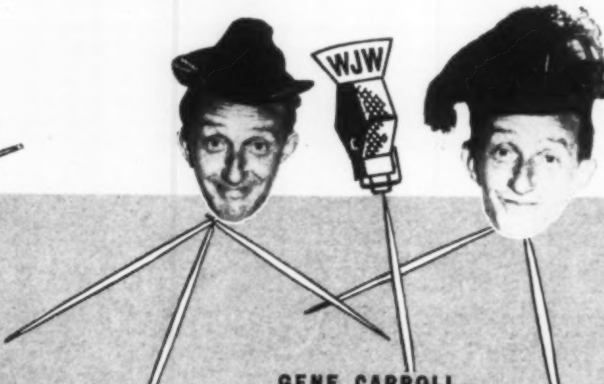
Have you ever actually seen a person whose eyes were propped open with toothpicks? Neither have we---but we have seen the same purpose accomplished right here with air-fare that is made to order for the majority of dialers seeking their morning eye-opener in entertainment. More of them turn to WJW than to any other regional station in Ohio.

And this WJW audience picture is opening the eyes of advertisers who pride themselves on seeing clearly at any time of the day.

Biggest mo
of any region

BASHFUL HARMONICA JOE

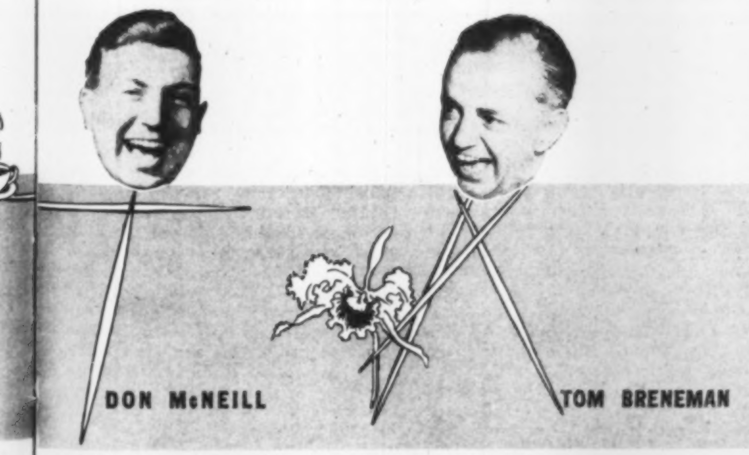
PIE PLANT PETE



GENE CARROLL— JAKE & LENA

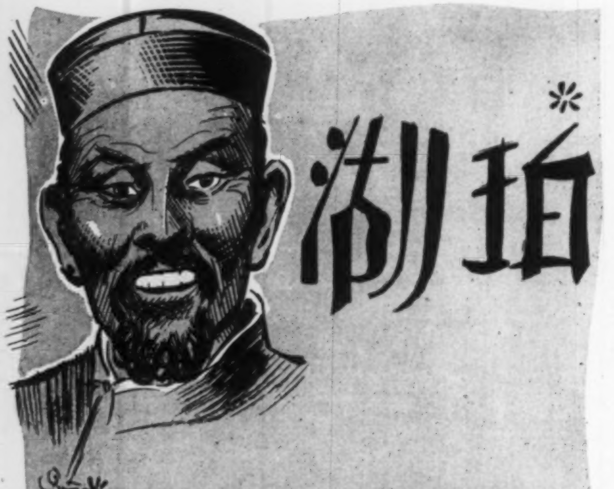
rning audience
al station in Ohio

Ask Headley-Reed for evidence


DON McNEILL
TOM BRENEMAN

WJW
850
BASIC BLUE
5000 WATTS
CLEVELAND

XUM



*CHINESE *HOOPER*-

(Free Translation):

"C. E. Hooper, Inc., has proved again and again that WMC, Memphis, Tenn., IS the station most people listen to most in the Memphis area."

★ 5000 WATTS DAY & NIGHT

★ NBC NETWORK

OWNED AND OPERATED BY

★ THE COMMERCIAL APPEAL

REPRESENTED NATIONALLY BY THE BRANHAM CO.

Film Company's Television Role

(Continued from page 58)

scription will prove to be the backbone of the programming system. Of course, when there are only one or two stations operating in the country, a live-talent program is the economical way to put on certain types of presentations, but simple mathematics will dictate when it becomes right and proper to film practically all programs. For example, if it costs $10,000 for a 15-minute film program for one station, the answer would undoubtedly be "No"; but if we have 100 stations—commercial applications for over 50 stations have already been filed—the cost per station is well within the bounds of good economic principles.

RKO is considering making syndicated sustaining programs available as soon as station construction starts.

Even after national or large regional networks are established, the film transcription will remain an important, if not *the* most important factor for all programs with the exception of course of sporting events and news events which are always hot flash news.

In the postwar period when television will flourish, the advertising dollar will be scrutinized more carefully than it is today and national advertisers will not be so ready to buy a 15-minute or half-hour spot on a network between the East and West Coasts and perhaps be in competition with a top-rating program carried by another network.

Advertising managers and market analysts will lean heavily on the spot type of telecasting. They will pick the markets in order of their desirability, concentrate their appropriations on selected territories and make it a point to cover them at the best possible hours. Perhaps they might even give a repeat show.

MR. AUSTRIAN

Obvious, indeed, would be the great saving in land line charges and taxes by the use of film transcriptions, and obvious, too, how much greater a percentage of the rate card a local station operator would be able to retain by catering to this spot type of advertising.

U. S. SPONSORS EYE BRITAIN

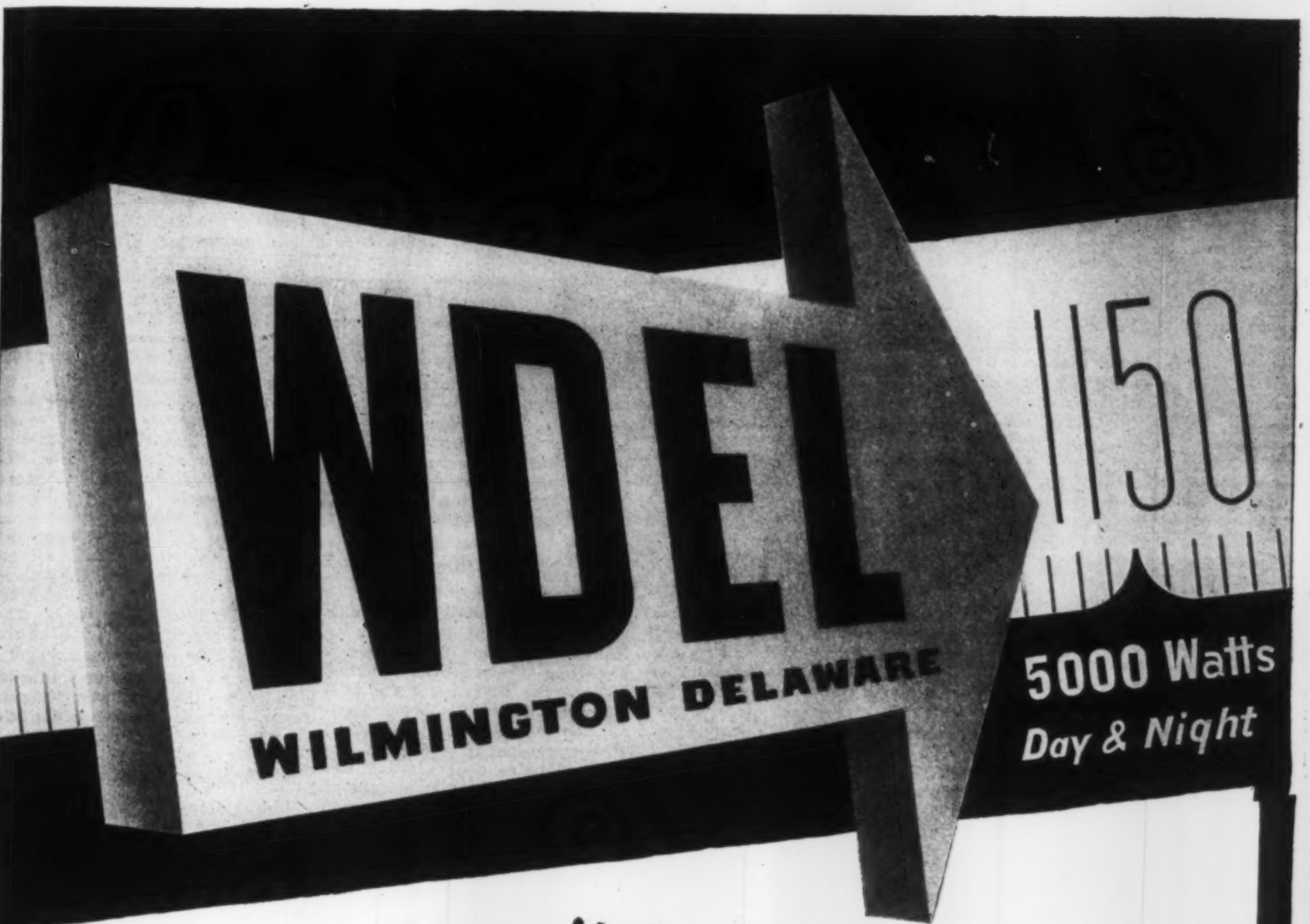
Commercial Radio, Television Chief London Topics; $100 Color Sets Predicted

DISCLOSURE that American manufacturers already have cabled their London agents to reserve time should Britain adopt a commercial system of broadcasting when the British Broadcasting Corp. charter expires in 1946, plus assurances that within a year after the war television sets will be available for 85% of British homes, are important topics of conversation and newspaper comment in London, according to Howard L. Chernoff, managing director of the West Virginia Network, now war correspondent in the European Theatre of Operations.

BBC recently began a survey of 500 persons to ascertain reactions to commercial broadcasting. That survey, writes a London newspaper correspondent, "was mysteriously cancelled". Advertisers already have held meetings looking to commercial radio, similar to the American system. Some favor retention of the Government-controlled BBC. Others want the commercial method, while still another group would introduce the Australian system, which has both a national, or Government-controlled network, and a commercial network.

Meantime the seven governors of BBC keep an ear attuned to both broadcasts and public reaction, Mr. Chernoff advised. He referred to a published story that the governors decided the broadcast of controversial questions would inject a new life into broadcasting. Tentative plans are to try it out in the fall.

A member of the British Institution of Radio Engineers was quoted in the *Sunday Graphic* as saying that Britain will have the finest television service of any country after the war and production will begin immediately on color receivers, to cost about 25 pounds ($100 American money). The screen, which will be "infinitely clearer than in the prewar days, will be about 12 inches square", said the engineer. He predicted sound films in the home in color within five years after the war and television newscasts in theatres.



Listener Loyalty

pays extra dividends to WDEL ADVERTISERS

➡ WDEL has long been a potent force in the lives of the people living in the communities it serves. It covers a market that is normally one of America's wealthiest—now with sales soaring due to the greatly increased population brought here by its many war industries. Diversified, rich in industry and agriculture, WDEL's market includes Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

Your advertising dollars are well-spent on this vital station—whether you're advertising for more sales today or to build good-will and influence for tomorrow in the post war years.

WDEL

NBC BASIC NETWORK

REPRESENTED BY

RAYMER

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

What's Needed for a Television Station

Studio and Technical Facilities Must Be Adapted to Each Operation

By T. A. SMITH
Engineering Products Dept.
RCA Victor Division, RCA

WHAT SORT of station would I need to broadcast television? This is a question of considerable interest to those contemplating entering the visual broadcasting field. It is also a question which is not too easy to answer because of the multitude of factors which influence the layout and hence, the cost.

However, let's look for a moment at the standard broadcast situation and see what can be learned. It is obvious that no two of the 900-odd stations on the air are exact duplicates. There are stations designed to serve small communities, larger stations in metropolitan centers, and network origination stations in New York, Chicago and Los Angeles. Stations are equipped with transmitters ranging in power from 100 to 50,000 w. Stations have studios of various sizes, shapes and numbers.

Special Needs

If a station is to perform a public service, it must conform to the demands for service in its community and market. It is uneconomical to exceed the requirements by too wide a margin; it is short sighted to try to operate on a scale which will not permit adequate service. This means that facilities must be keyed to the particular situation. Over a period of time, most broadcast stations have attuned their facilities to the service requirements of their localities.

A good many broadcasting stations started with small installations. They grew as the demands for service grew, expanding their facilities to do the kind of job which was required. It is doubtful whether an independent station could have afforded five studios in 1923. Today many independent stations have at least this number.

Will it be possible for television to grow as sound broadcasting has grown, or will the public expect initial visual service at the same degree of perfection as 1944 broadcasting? This question must be answered if facilities are to fit the demands for service.

The answer, of course, involves economic problems. First, stations should have adequate facilities to do a first-rate job of entertainment for a limited number of hours weekly. As more transmitting time is required, the station should be prepared to expand its facilities to permit more service. In other words, television should put its best foot forward at the start, limiting the number of hours of programming which can be justified economically.

Experience has already shown that one hour of *good* program service per day is to be preferred to two or more hours of poor program service. High entertainment quality must be the television watchword. Secondly, stations should permit their facilities to expand and grow as the techniques of use are developed. At present, it is possible to produce interesting and entertaining programs without large costs, extensive lighting facilities or unusually complicated equipment layouts.

Need Not Be Fancy

Let's look at some parallel cases; for example, the summer circuit of "barn" theaters is able to present first-rate entertainment with excellent actors. They do not use a big chorus, extensive costuming or trick lighting effects. They are able to key their entertainment to their economic circumstances by selecting the proper vehicle for presentation.

In radio, for many years, Amos 'n' Andy were one of the most popular shows, yet they required no large casts or extensive production facilities. Similarly, television may present a good show by the use of ingenuity in programming. When economic conditions permit, stations should expand beyond the limitations imposed initially both as to hours of operation and scope of programs. It must, however, be emphasized again that television will have to entertain the audience or it cannot hope to succeed.

The suggestion is offered, therefore, that television stations grow with the art, doing a good job learning how to use the new medium and not attempting those things which cannot be done adequately. There are many program possibilities which fall within this field, including studio presentations, films and outside pickups of current events.

It is perhaps wise for the station to install simplified initial facilities which can be used to good advantage immediately, deliberately planning on a program of expansion over a period of years.

How would a medium power television station in a metropolitan area start operations? The studios could be located either in an existing building within the city limits or in a specially built structure on the outskirts of town. In either case, the one essential is plenty of area and height.

The more remote location will provide opportunities for expansion since land will not be expensive. The location should be chosen to avoid extraneous traffic or airplane noise. A relatively inexpensive construction can be used, still providing protection from the elements, with soundproofing and fireproof construction.

There is little necessity for elaborate treatment of the interior. At this point, a television studio had best be considered a workshop. Motion picture studio technique has demonstrated the flexibility of using "sets" within the studio rather than attempting formalized layouts.

Studio Equipment

Studios should, of course, be adequately equipped with lights and ventilating arrangements. Hollywood lighting fixtures which have been evolved over a period of time are also useful for television purposes. It may reasonably be expected that more sensitive television cameras will become available and naturally this factor will reduce the amount of light required in the studio as well as the ventilation problem.

Two studios would be desirable although one large studio together with a small "speaker's" room may suffice at the start. Two or three cameras can be used to advantage to present varied camera angles. A film projection booth containing 35 mm, 16 mm and slide projectors will be required. A single camera can be used in the "speaker's" room. Control room equipment must provide for handling of each camera, monitoring, switching and supervisory functions of the program director.

Sound equipment should include high output directional microphones mounted on boom stands or slung so as to be outside the picture. Separate control room sound apparatus will, of course, be needed.

Since field events offer unique and interesting program sources, without serious production problems and at relatively low cost, field pickup apparatus will form an important part of the station equipment. Such apparatus, built in suitcase form, has been used to good advantage by a number of the existing television stations. A light truck, equipped to carry the apparatus, is desirable.

Serious consideration has been given to the use of field equipment as initial studio apparatus. While this apparatus does not offer the flexibility of a standard layout of studio units, it will serve admirably during the period when techniques of use are being developed. Equipment can be mounted on a control desk in such a manner that monitors and controls are conveniently reached. The cameras are, of course, used in the studio in the conventional way.

At such time as the station is ready for the installation of permanent studio apparatus, the field equipment need not be discarded but can be used to supplement the remote pickup facilities.

Dual Transmitters

Television stations require transmission of both picture and sound. Hence dual transmitters are needed. The picture transmitter for a medium power station will probably be a 5 kw set. The transmitter location selected will depend upon the choice of a studio site. For example, if the studio is centrally located within the city, the transmitters may well be placed near the top of a tall building with the antenna on the roof.

If the studio is outside the city, the antenna may be supported by a steel tower to gain height, with the transmitters in a building at the base on the same plot as the studios. Of course, the studio and transmitters may be physically separated by greater distances although this will necessitate the use of either radio or cable links between.

To sum up, it would appear that a medium power television station, located in mid-city), should consist of a large studio, at least two stories tall, equipped with lighting and ventilation, sound treated but not necessarily with a decorative finish. A control room raised above the floor level would house the control equipment. Nearby, a projection studio would contain film and slide projectors. A small auxiliary studio would complete the initial facilities. The transmitters would be placed in a penthouse on the roof of the same or an adjacent tall building. The

(*Continued on page 124*)

THIS ISN'T a fuzzy picture or a bad engraving. It's a photograph of a television shot of the writer, made at Atlantic City in May 1939, during the NAB convention. At that time the writer was in charge of RCA television transmitter sales. That operation is still under his direction, in addition to his other duties.

"What's past is prologue"

SHAKESPEARE, THE TEMPEST, ACT II, SC. 1

THE RECORDS OF THE PAST

ARE BUT A CHALLENGE FOR THE FUTURE,

TO RENDER AN EVEN GREATER SERVICE

TO WLW LISTENERS

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

A Radio Audit Bureau of Circulations

Common Base to Give Answers Wanted By Advertisers Is Advocated

By FRANCIS N. McGEEHEE*

WITH increasing frequency one hears the comment, "Radio needs an Audit Bureau of Circulations".

There is no generally accepted method of identifying the areas within which individual stations can be heard. There is no equally acceptable system of measuring the relative popularity of programs broadcast to possible listeners residing in those areas.

And with the arrival of FM and television, and their radically different patterns of territorial coverage, the timebuyer's problem in ascertaining who *can* listen to a given program, or to a radio station, on AM and/or FM—to say nothing of the measurement of the number who do listen—will indeed be "something."

After the War?

In radio's adolescence the lack of exact information about its potential audience, and its actual audience, was forgiven.

It was enough to see sales curves zoom, to count the stacks of mail, box tops, coupons, and to note the other surface reactions to what was then a novel, dramatic, and sometimes highly productive form of advertising.

But it is now 20 years since the crystal set, and there are occasional indications that the law of diminishing returns is beginning to work against radio, that its phenomenal ability to produce results may not continue to skyrocket at its pre-Pearl Harbor rate after the war.

Neil McElroy, vice-pesident of Proctor & Gamble Co., alluded to a possible approaching saturation point in radio advertising productivity at a meeting of the New York Newspaper Representatives Assn. recently.

He said, "Radio advertising will doubtless continue to increase until the economics of the medium change either because of increased time and talent costs or because the increase in number of networks reduces the attainable coverage of any individual program."

Before that time arrives, or before radio's economic position is seriously or generally challenged, it is indeed advisable that the industry and its advertisers find a commonly acceptable statistical base for an accurate answer to these questions:

(a) What *are* justifiable time and talent costs in relation to the number of persons actually listening to the program?

(b) What *is* the *attainable* coverage of a program in relation to the *potential* coverage provided by radio stations?

(c) To what degree is the time seller (the station), and/or the timebuyer (the advertiser) responsible for the success or failure of a radio advertising effort?

In radio, possibly because of the intensity of competition, there seems to have grown up—deliberately or otherwise—a great confusion between cause and effect, between what circulates a program, and what makes interest in that program, between the basic function and responsibilties of program *broadcasters* and program *producers*.

Fact or Fiction

In 20 years practically every kind of research has been used in an effort to separate fact from fiction. There are those who say—and with some justification—that the medium is "over-researched", and there is a possibility that what radio needs is not more research but better research, a reorientation of thought on (a) what information is needed to make radio an even more effective sales instrument, (b) what is required to emphasize the advantages of radio advertising by putting it on a statistically comparable basis with other media, and (c) how to get it, at reasonable cost.

In all forms of advertising, there are two basic forces which produce an "audience" for visual or oral commercial announcements:

1. *Creation of an advertising message* interesting to those who have need for the product or service to be advertised. In newspaper, magazine, outdoor or other visual advertising this is called the "copy". In radio, it is the "program".

2. *Distribution of that message* in the areas where the goods are on sale, or where the advertiser wants to put them on sale.

The Audit Bureau of Circulations—and the Traffic Audit Bureau, in the outdoor advertising field—are concerned only with the *distribution of the message*.

The evaluation of advertising copy, the measurement—or supervision of the measurement—of copy efficiency, "observation", "readership", before or after it is distributed, is not a function of the ABC or TAB. That is the province of the Advertising Research Foundation, the Continuing Study of Newspaper Readership, the Starch or Clark Magazine Reports, and other private and commercial organizations specializing in the study of advertising copy.

If radio is ever to have an instrument comparable with the ABC or TAB, it must confine its function strictly to a measurement—or supervision and authentication of the measurement—of the facilities for the distribution, the "circulation", the "broadcasting" of the advertising message.

It must measure the *medium*, the advertising *vehicle*, the *carrier* of the advertising message—not the message itself.

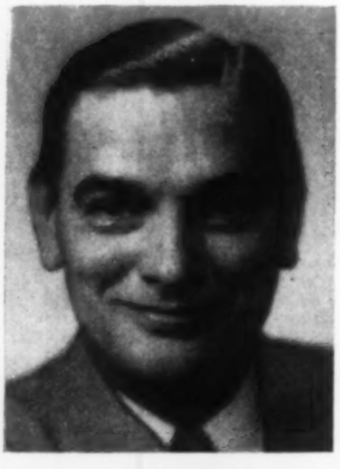
What the ABC Shows

There is a popular misconception in the radio industry about the status of the ABC and what is contained in an ABC report.

The ABC measures nothing. Briefly, its function—and practically its only function—is to audit the circulation records of newspapers and magazines periodically (usually once a year) to substantiate the circulation statements of publishers, which in the newspaper field are released to advertisers, on forms provided by the ABC, twice a year.

The annual ABC newspaper Publishers Report, for instance, does not "guarantee" any specified number of *readers* of either the paper or any advertisement. It merely states that, in a period of 12 months, the publisher *sold* a specified number of copies on an average day. In substance, it implies that any advertisement which the paper publishes has an average daily expectancy of being distributed to—and therefore available to be read by—a specified number of newspaper purchasers in the territory in which the newspaper circulates.

There is no basic reason why a radio station cannot guarantee to make a radio program available to a specified number of possible listeners, within a specified area, on an average day.



MR. McGEEHEE

It is a radio station's (1) power, (2) frequency, (3) tone quality, (4) antenna location, and (5) reputation, or "listener popularity", which provide the facilities for the "circulation" of an advertising message.

It is fundamentally these facilities—and these facilities only—upon which time rates are or should be based. It is fundamentally the service which the station sells the advertiser. The program — the "copy"—is basically the advertiser's responsibility.

The Audit Bureau of Circulations certifies to the *average daily number of copies of the publication* able to be read by— aspecified number *SOLD in 12 months*.

It does not attempt to report the number of *readers* of these publications.

It does not attempt to measure, study, record, certify or report the "observation" of advertising copy, or the "readership" thereof.

It is generally recognized that "ABC figures" are *averages*. It is known that newspaper circulations, like radio audience potentials, fluctuate (sometimes violently) day by day, week by week, season by season and that today's newspaper purchasers are not the same as tomorrow's purchasers.

Basis for Comparisons

The ABC is eminently satisfactory to most advertisers within the limits of its function, i.e., the certification of the average number of opportunities which the advertiser buys from the publisher to get his copy read.

It is satisfactory because practically every daily newspaper in the country is measured and can be compared on an identical and therefore, comparable basis, i. e., the ability of a newspaper to distribute an advertisement into a given area to a given average number of newspaper purchasers.

Why then should the radio industry continue to experiment with research methods in an effort to find a way to measure *simultaneously* (1) the number of potential listeners provided by each radio station, (2) the number of these listeners "available" in each hour of each day, of each of 52 weeks, and (3) the number of these who actually listen to each program?

Particularly, why should the industry attempt to cover so much ground at one time when all that is necessary to put radio broadcasting facilities on a comparable basis with publication facilities is to provide a simple, numerical count of the number of possible listeners to programs broadcast by a station within a defined signal area?

Why should the industry and advertisers not adopt a standard for the measurement, on an identical basis, of the areas in which

(*Continued on page 122*)

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*Francis N. McGeehee for many years was connected with the Scripps-Howard Newspapers in research, advertising sales, and executive capacities. As general sales manager of the principal sales organization in the outdoor advertising industry, he has had a unique experience in both systems of circulation measurement in the visual advertising field, the Audit Bureau of Circulations and the Traffic Audit Bureau. He is the originator of several research technics now used widely in advertising, three having won recognition in the Annual Advertising Awards. Recently associated with Crossley Inc., he is establishing his own business as a sales promotion consultant.

"KFAB is a Member of Our Family Circle"

"We are like most Nebraska farm families, I guess—depending on KFAB for both entertainment and instruction.

"I don't listen to *all* the programs, but I pay close attention to the news and the market reports especially. My wife works and listens at the same time—doing her mending while she listens to Jessie Young's home-making talks. And, of course the youngsters have *their* favorite programs which they always tune to.

"So it is no wonder that we use so many KFAB-advertised products. I use them in my work on the farm—and my wife uses them in her work around the house. That includes quite a variety of articles...everything from farm machinery to breakfast food...from hand lotion to seed corn...all the necessities and many of the luxuries the modern farm family requires.

"If you have a product you'd like for us to know about, you can advertise on KFAB with confidence that we'll hear what you have to say."

"The **BIG** *Farmer of* *the Central States"*

KFAB

LINCOLN, OMAHA

780 KC-10,000 WATTS

BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

How Much Does a Television Station Cost?

Less Than $100,000 Needed if Care Is Used in Buying Equipment

By WILLIAM C. EDDY*

Director W9XBK
Balaban & Katz Television Station, Chicago

MANY station owners have of late been casting interested side glances at the video business as a possible line of postwar development. Logically they see in this business of "pictures through the air" a new and extremely important phase of broadcasting but in many cases, the reported price tag has left them in the category of window shoppers rather than customers.

I will not argue that it has not already cost large sums of money to develop and operate our present experimental outlets nor will I dispute the fact that television can continue to be expensive if the extravagances of the past are continued.

Integrated Units

Today it is possible for the potential video broadcaster to by-pass many of the expensive research and development costs of the past by buying packaged television equipment. These integrated units can be obtained in many combinations to fit the problems of each locality.

For instance, a complete camera chain with amplifiers, signal generators and control quipment can now be had for prices ranging upward of $20,000 with subsequent chains running somewhat cheaper. Likewise a video-audio transmitter capable of servicing the average local market with which television is concerned can be picked up for around $20,000.

The average studio must have at least two and preferably three camera chains which will list at around $50,000. Sound, lighting, and other contributory apparatus should be easily obtainable for under $10,000 providing the buyer knows what he wants and is willing to limit his purchases to a minimum.

Mr. Eddy Builds a Seacoast in Miniature

A tele-film chain, equipped for both film and slide projection will probably cost another $20,000 and will be a necessity in the production of a balanced program. Allowing a generous $10,000 for installation and incidentals, the equipment cost of a two camera-one film studio and transmitter will run close to $80,000 installed and operating.

This combination at $80,000 would in all probability be the minimum required for successful operation. Variations of the basic selection can be had which will enlarge both the scope of the operation as well as the cost but it is generally conceded that a single studio station can be had for under $100,000.

Unluckily the average radio station owner who is today pricing television can be compared with the play-boy camper who goes to a sporting goods store and asks to be outfitted for a camping trip to the north woods. Besides the bare essentials he is generally billed for many interesting but extraneous prices of equipment which will later be discarded in the light of experience. Possibly this over-enthusiasm of the tele-salesman already has indicated a price tag of well over the hundred thousand mark for equipment.

Studio Problems

The equipment cost is above and beyond the expense of the property on which the station will be operated. Many radio broadcasters plan to convert existing studio space into television stages, a plan not without precedent and definitely the logical procedure if cost is to be considered.

The average radio studio with a ceiling height of better than 14 feet can handle better than 50% of all the shows that will be brought in for staging. In addition this space will normally be satisfactory from the acoustical standpoint and will be wired for the necessary sound channels. Control room space will also be available resulting in a further cut in cost of the installation.

Normally the transmitter for television will be located close to the center of the service area rather than in the outskirts of the city. This change in location is dictated by many factors among which is the necessity of creating maximum signal where the maximum local interference exists which is, of course, the downtown commercial section.

This will, no doubt, require a new transmitter site which may or may not add to the cost of operation. The practice today has been to locate the transmitter as close as possible to the studio to reduce both the cost of duplicate personnel and the extremely high expense of coaxial interconnections.

At WBKB in Chicago as well as WABD in New York, WPTZ in Philadelphia, and W6XAO and W6XYZ in Hollywood the transmitters are installed in the same space that houses the studio facilities. Experimentation has proved that the problems of shielding the cameras and studios from re-radiation is neither complex nor expensive.

In addition to the studio, space will be required for dressing rooms and prop storage. Apparently two dressing rooms for each studio in operation is a reasonable and workable standard. It is also a necessity to provide some space for precamera rehearsals. Radio stations can many times divert empty sound studios for this purpose and thus again reduce the overhead of operational costs.

The problem of manpower is one that will today vary from a minimum of 8 operators to well over 20 for each studio in work. It can be assumed, however, that eventually this wide variation will be reduced by reason of operational codes and that both the personnel and cost of operation will become standardized on a "per studio" basis.

Production Costs

The cost of television programming remains the one variable that cannot be predicted. Above and beyond the cost of talent, a scale that has as yet not been set, is the production budget. This figure, which takes into consideration the procurement of story material for dramatic presentation and the costs of scenery, props, and effects, can vary between wide limits. The costs of simple programming, news, educational interviews, simple plays and novelty acts can, however, be covered with a reasonable operational budget. In many ways this problem is not as baffling as it may seem.

Like radio, a simple sustaining show will generally return its cost to the broadcaster and as the cost of production rises the value of the spot normally increases in direct

(Continued on page 154A)

Eddy in Laboratory

IN RADIO, he's Bill Eddy. In the Navy he's Comdr. William C. Eddy, USN (Retired), recalled to active duty, as commanding radio officer in the Chicago Naval District. A former submarine officer, he was retired physically because of deafness in 1934—the result of years of service in submersibles. Upon retirement he joined Philo T. Farnsworth in Philadelphia, pioneering in television. In 1937 came a tour with NBC's television department in New York, and in 1940 he journeyed to Chicago to head Balaban & Katz television. When the Japs committed the Pearl Harbor atrocity, he donned the Navy Blue again and transformed the B&K station into a school to train Navy radio technicians. He has to his credit numerous inventions related to video, such as a unique focusing device, a new camera design, the micrometer drop and a projection kaleidoscope.

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* The opinions and views of the author expressed herein are personal, not official, and in no way represent the policies of the U. S. Navy Dept.

DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

NEVER TOO CLOSE TO THE TREES TO SEE THE FOREST

Once upon a time there was a member of a great family whose fame traveled to the far corners of the land. Now it came to pass that one day he was beset upon every side by loud words of praise. His was a kingly influence among the peoples. Yet, in these days of plenty, he tried not to forget that in his family rested the true strength of his position. That family is broadcasting—that member of the family, KMBC. Through advertising columns KMBC is telling the story of this industry's service to a nation in war as in peace, bringing to American enterprise testimonials of those in all walks of life. Further evidence that KMBC seeks constantly a position of operation NEVER TOO CLOSE TO THE TREES TO SEE THE FOREST.

KMBC
OF KANSAS CITY

FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS

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KMBC-FM
An extra service
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The New WDSU offers...

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and

- √ Most Powerful Southern Station 24 Hour Operation

Ex-Commissioner Peers Into Future

Important Radio Role Seen in Postwar World

By HAROLD A. LAFOUNT

HAROLD A. LAFOUNT is one of four former members of the Federal Radio Commission and its successor FCC still active in radio. Others are Judge E. O. Sykes, practicing radio attorney in Washington; O. H. Caldwell, editor of *Electronics Industries*; and Comdr. T. A. M. Craven, who left last July to become vice-president of Iowa Broadcasting Co. All told, 19 men, aside from those now incumbent, have served on those Commissions since 1927. Mr. Lafount, named to the original FRC in 1927, served until 1934. He is now vice-president of WNEW and WOV New York, WPEN Philadelphia, and WNBC Hartford, and president of WCOP and WORL Boston —all identified with the Bulova radio interests. He was chairman of the Radio Committee of the New York City War Fund in 1943 and is chairman again this year. He is also a member of the National Radio Committee of the National War Fund.

Mr. Lafount

RADIO has a role in the postwar world that challenges the imagination. Along with television, motion pictures and the press, it is the instrument that will carry the messages of hope, reconstruction and democracy to men and women who are once more free. It can become a bond that will hold free peoples together in the pursuit of common aims. In a very real sense, therefore, the future of the world will be influenced by the development and control of these modern means of communication.

Used by Dictators

Looking backward, I sincerely believe that with free and intelligent use of radio this war might have been avoided. But we didn't have free and intelligent use of radio in the prewar years. The dictators prostituted radio to their own aggessive purposes. They prohibited free communication with the world beyond their own borders and used the ether waves to spread their vicious propaganda both at home and abroad. Radio was thus diverted from its great mission of spreading human understanding around the globe.

Likewise motion pictures and newspapers from democratic lands were excluded from the Fascist countries. There was no spontaneous and unbossed exchange of information and ideas. The Germans and Italians were not allowed to know what we were thinking and doing. If they had been well informed about our determination to remain free and to prevent the world from being overrun by dictators, I cannot believe that they would have acquiesced in the war-making policies of their leaders.

Nor should we forget that we, too, were poorly informed as to what was taking place in Germany, Italy and Japan. World-wide freedom of communications would have increased our awareness of the dangers growing out of the dictatorial systems that were determined to spread their vicious doctrines over the earth. It is an ironic thought that the very period which gave the world its most marvelous medium for the exchange of ideas also brought a global war because of hatred, suspicion, lack of information and lack of understanding among men.

Our peacemakers should be doubly impressed, therefore, by the necessity of insuring free radio, free television and free exchange of motion pictures in the postwar world. If we expect to attain lasting peace, we must put first things first. That means we must start by disarming the heart and the mind—by centering the energies of mankind on constructive enterprises and better ways of living in place of war.

We must help the peoples of all lands to see the advantages of the democratic way of life. Obviously this will entail a free flow of information and ideas. Our peace will rest on a very insecure basis indeed if free radio and free exchange of films are not made cardinal principles in the relations among all nations.

Adjustment Periods

It is too much to expect that peace can be attained by merely signing peace treaties. Long periods of adjustment, gradual development of new institutions and extension of understandings between peoples will be necessary. If radio and television are to play their part in this process, the industry responsible for their development must also have opportunity to grow and expand and to improve its services. Much better radio service in many lands will be needed as well as constant enrichment of programs and improvement of techniques in our own country. The American genius for making an enterprise click will be in constant demand. For radio itself has to be progressive and successful before it can attain any great usefulness in the cause of peace and human advancement.

Now, of course, this relation of radio to world peace does not mean that the ether waves should be burdened with much oratory on how to avoid war, advice to our neighbors or propaganda about the glories of American democracy. Radio's contribution is much more basic than that. Radio is an instrument that enables people of different lands to share a laugh, to hear a concert or drama or listen in on advertising of innumerable products. Through its programs at almost every hour and every day of the year our neighbors come to know the things we eat and drink, the gadgets we use, the entertainment we have—in short, the way we live.

Such incidental information about American life stimulates the demand abroad for American goods. It tends to lift standards of living both here and abroad by promoting an exchange of products that each country is especially equipped to grow or make. It gives our neighbors an awareness of what our democratic civilization has been able to produce. Likewise it brings to us a keener appreciation of the music, customs and problems of other lands.

Perhaps the simplest way of putting it is to say that free radio promotes a reaching out to lands and peoples that have been virtually unknown to us. That reaching out creates new wants, new ideas, new opportunities and new understandings. It does not force the customs of one people on another, but it does give all a better chance to know the world in which they are living and more opportunity of moving toward ways of living that have proved to be the most satisfying.

In many respects, then, free radio becomes an expression of the dynamic age in which we are living. I find it impossible to visualize a peaceful world after the war has been won without widespread operation of this great medium of communications free from the influences that debauched it in some countries during the prewar years.

GEORGE WASHINGTON SAID—

"The spirit of encroachment tends to consolidate the powers of all (governmental) departments into one and thus create, whatever the form of government, a real despotism."

ABRAHAM LINCOLN SAID—

"I want every man to have the chance . . . in which he can better his condition."

BENJAMIN FRANKLIN SAID—

"Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech."

To avoid despotism . . . to give every man a fair chance . . . to maintain the "freeness of speech"—to these three golden goals WJR dedicates the vast power of "Michigan's greatest advertising medium" so that our returning heroes, their sons and their grandsons may glory in the fruits of democracy, which include *free speech through the free air of a free land.*

Freespeech Mike

Listen to
"VICTORY F.O.B."
Every Saturday on
WJR—CBS Network
3:00 p.m. E.W.T.

WJR
THE GOODWILL STATION
CBS
50,000 WATTS - DETROIT

BASIC STATION, Columbia Broadcasting System . . . G. A. RICHARDS, Pres. . . . LEO J. FITZPATRICK, Vice-Pres. and Gen. Mgr. . . . EDWARD PETRY & CO., INC., National Representative

Are you getting that *extra* in this *all-important* market?

Many advertisers are adding WINX to their present schedules in Washington, D. C.

They appreciate the loyalty and confidence of the WINX listenership. The intimate, hometown relationship between station and public.

They feel that their product will find ready acceptance among this inspired audience. *And it will.*

Follow the lead of the local merchant. He is buying *Most on WINX.*

The Best Test Market at
MINIMUM COST

WINX
Washington 1, D. C.

Represented Nationally by
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Extension of the Frequency Spectrum

New Services Foreseen From Allocation Revision

By C. B. JOLLIFFE

Chief Engineer
RCA Victor Division
Radio Corporation of America

SINCE 1920 there have been two major extensions of the frequency spectrum. Each has made possible the development of new services, and new industries have been created by provision of adequate and suitable frequency space.

In order to find room for broadcasting, it was necessary to use the part of the spectrum above 500 kc, in which previously the maritime services had used a few frequencies for spark transmitters. This extended the useful range of the spectrum to 1500 kc and by that means provided room for the development of the broadcast industry. This industry has flourished since sufficient space was allocated to provide a national service.

At about the same time exploration started in the frequencies above 1500 kc and it was found that frequencies in this part of the spectrum were suitable for long-distance communication services, also that the lower portion of this frequency spectrum was suitable for short-distance communication service. Out of this exploration there came an allocation which recognized the peculiarities of propagation and provided space for worldwide communication service and, later, short-distance communication service used largely by police departments to inaugurate police communications. This portion of the spectrum also provided safety communications for aircraft and made possible safety communications for this service during the early development of air transportation.

New Industries

This extension of the spectrum resulted in several new industries, for example, worldwide communications, international broadcasting, emergency services, aeronautical communications, and several others.

In general, these services grew without much planning of the frequency spectrum. It was not until late in the 1920's that this portion of the spectrum started to become crowded. Attention to this crowding of the spectrum was brought to a focus at the time of the International Radiotelegraph Convention of Washington, D. C., in 1927. During this convention worldwide agreement was obtained on an orderly allocation to services in the entire frequency band from 10 to 30,000 kc. This was a complete organization of allocation on the basis of which the new services obtained permanence and were able to develop with assurance of protection from interference throughout the world. Adequate frequency space permitted logical development of these services.

During the period since 1928 exploration of the possible use of frequencies above 30,000 kc has been going on, services have been developing using these frequencies, and information has been obtained on the propagation characteristics and possible uses of these frequencies. An allocation covering public services to be rendered in the band from 30,000 to 80,000 kc was adopted by the Federal Radio Commission in 1931. By 1937 this plan was outmoded due to the tremendous growth of domestic, emergency and miscellaneous broadcasting, including television services on frequencies above 30 mc.

Interference conditions and the needs of newly-developed radio services culminated in adoption by the FCC in 1939 of a revised allocation plan covering public service use of frequencies up to 300 mc. The orderly development of these services in accordance with this allocation set up by the FCC was interrupted by the war.

The rapid development of new services, new uses and new tools, brought about by the war, has extended the useful part of this frequency service far beyond anything that was contemplated a few years ago and much knowledge has been obtained concerning the uses to which these frequencies may be put when the war is concluded.

In the formation of the Radio Technical Planning Board, the FCC and the sponsors of RTPB recognized that the allocation that had been made prior to the war needed to have a complete review and a new allocation made which would recognize the information which had been accumulated during the war and carry the allocation to a much higher frequency.

Propagation in this part of the frequency spectrum limits the services in general to relatively short-distance communications, but it is recognized that these frequencies are extremely useful for such services as emergency communications, television, FM broadcasting, radio aids to aviation, radio instruments and many other services which now can only be considered to be in the formative stages.

The FCC has realized that the help of engineers working in the field would be useful in formulating a proper allocation for these frequencies and the work of Panel 2 of RTPB is designed to provide a recommendation which RTPB can make to the FCC concerning an orderly allocation to services of this band of frequencies.

As is now common in all parts of the spectrum there are more people who desire to use frequencies than there are frequencies available. It is also recognized that there is not complete information available on the propagation characteristics of these frequencies or sufficient information to determine which frequencies are most useful for a particular service. This is complicated by the fact that development of tubes and apparatus is not complete in the field, and study of the service and apparatus possibilities is not such that definite engineering determinations can be made.

Consequently, recommendations on frequency allocations in this

(*Continued on page 122*)

THE fundamental job of postwar allocations of new services, including FM and television, is in the hands of Panel 2 of the Radio Technical Planning Board, which will submit overall recommendations to the FCC. Chairman of the Panel is Dr. C. B. Jolliffe, engineer and allocations authority, now chief engineer of RCA Victor Division, Camden. From 1917 through 1922 he was an instructor at West Virginia U. and Cornell. He was a physicist in the Radio Section of the Bureau of Standards from 1922 to 1930, when he was named chief engineer of the Federal Radio Commission. When the FCC was created in 1934, he carried on and resigned in 1935 to become an engineering executive of RCA. He has attended many international radio conferences as a delegate or expert. From 1940 until last April he was chief, Electrical Communications Division of the National Defense Research Committee. He is secretary of Industry Advisory Committee of Board of War Communications.

Dr. Jolliffe

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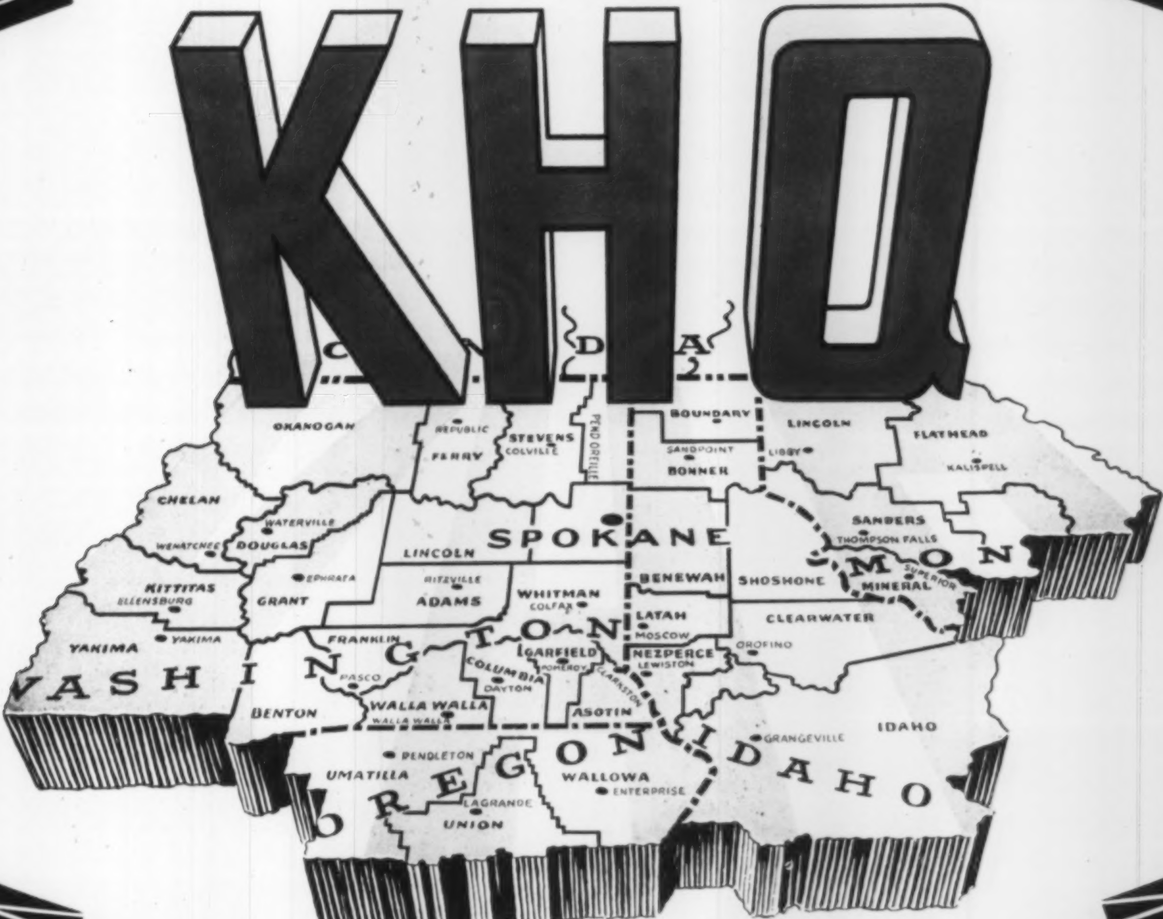
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5000 Watts—590 Kilocycles
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FIRST
FIRST PRIZE
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WISH
NEVER
OUT-PROMISES
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WISH wins FIRST PRIZE among *all* Blue stations for outstanding promotion and publicity in the recent BREAKFAST CLUB membership drive. This award is tangible evidence of the accuracy of the **WISH** creed, "**WISH** never Out-Promises but Always Out-Performs."

That is the way WISH will Merchandise and Publicize Your Programs in Indiana

WISH *Indianapolis*

Represented Nationally by Free and Peters, Inc.

XUM

How a Television Station Is Operated

Visual Medium More Complicated; Many Production Problems

By ALLEN B. DuMONT

President, Allen B. DuMont Laboratories Inc.
President, Television Broadcasters Assn.

ANY discussions on television station operation must necessarily be divided first into two main categories and then again into several sub-categories.

First of the two main categories is to differentiate between television station operation and radio station operation and to mark similarities and differences. In organizational setups, there are a large number of practices, standard in radio, which will be adopted by television. In this respect it might be said that television, unlike radio when it was launched, has certain precedents, standard practices, and trade terminology which gives it distinctive advantages.

Not as Simple

Apart, however, from the organizational setup, there is very little in television that is like radio. Radio is very much more simple to operate than television. To illustrate this, I select merely one point out of a basket full. Let us assume that on relatively short notice a certain sponsored program is cancelled. In radio, on network operation, a staff orchestra can be assembled and in a matter of an hour or so fill-in can be devised. This orchestra can rehearse anywhere—it walks into the studio for its broadcast, microphones are set up, and it's on the air.

In a local station operation it's even more simple than this. An announcer or production man reaches into the record library, pulls out an album of popular or classic music, and the program is ready. Timing is no problem because any general musical selection whether live or recorded can be faded off when the period is up.

Consider such an event however on television. In the first place, talent has to be cast and lines have to be memorized. Then rehearsal periods of at least four-to-one ratio have to be set up and every single one of these rehearsals has to be carried out in the studio and with the crew used for the telecast. Scenes and settings have to be devised, title cards, credits, etc., have to be drawn. Timing has to be more or less exact because you can't fade off a television show in the middle of anything, and, you can't stretch a television show by merely repeating a few bars of music.

Two Main Categories

Films, of course, can be used but until such time as films are made specifically for television, it's rather difficult to acquire any kind of film entertainment for emergency showing on short notice. It's possible however that special films will be made and held as standbys.

These then generally are the two main categories into which television programming falls. Foremost among the secondary categories are that in television programming extensive rehearsal periods are required, and most important, a four-to-one in air time ratio has to be maintained wherein the show must be rehearsed in the studio from which the telecast will take place and with the identical crew. In a television program it is just as important to rehearse the crew as it is to rehearse the cast.

REHEARSALS: Rehearsals for major television programs are a rather complicated affair. First there is the memorizing of the lines by the actors; then there are the settings; the effects; the plotting of the show, showing camera action with the proper distances to individual scenes for closeups and long shots, and the exits and entrances of the various actors onto the sets: then the costuming and finally the whole is put together into dress rehearsals.

Must Memorize Lines

Taking these various aspects of the rehearsal, one at a time, there is first the memorizing of the lines by the actors. This can be done anywhere and until it is completed and a few preliminary line rehearsals are held it is not necessary to come into the studio which will be used for airing the show. During this period the art director has set up his scenery and the show is plotted so that cameras can move about without getting in each other's way. Costumes, color, and design contrast are then set up and finally the program is ready for its first camera rehearsal.

It usually develops that during this first camera rehearsal a large number of changes are made in scenery and costumes so that there is the perfect color contrast. Various types of lights are used, each having their own color contrast effect. For example, when incandescent lights are used, reds become white; orange pink and kindred tints become gray; blue turns to black. When mercury vapor lights are used reds become black. With this lighting, red lipstick and ordinary makeup is satisfactory. With incandescent lights the lipstick has to be either brown or blue and rouge has to be eliminated and brown pancake makeup substituted.

In the show itself there is the "focal" problem. Greater light gives greater focal depth, thus strong light is very desirable. Yet regardless of the quantity of light all action has to be planned so that there is a relatively small amount of forward and backward movement on the part of the actors. And when this movement does occur it must be slow so that the camerman can keep his subject in constant clear focus. Motion picture technique in this respect is the proper one here. A certain amount of slightly out-of-focus "shooting" is permissible when panning, but in dolly shots the focus must be absolutely perfect.

EDITING SCRIPT: No standard practice has been adopted with regard to the editing of scripts but since television is like radio in that it is designed for home entertainment, scripts are edited down to radio standards. Language used on the legitimate stage and cabarets is definitely tabu for television. Even certain lines which might be satisfactory in the movies have to be deleted. There is however, this one point in television broadcasting which does not hold true in radio. Television has sight, and the language can be more elastic when it describes an action which the audience sees than would be the case when the audience, being blind, as it is in a radio program, is supposed to image the action that is taking place.

Actions, Too

Editing action and costumes in television are actually more important than editing the script itself—for a perfectly innocuous statement could conceivably be accompanied by a certain action which would give it an entirely different meaning. Likewise, costumes have to be carefully edited. We have found that when costumes fit naturally into the story almost any amount of undress is not objectionable. You can't do a strip-tease nor any suggestion thereof. Nor in fact can you put a singer in a bathing suit but you can display both bathing suit and hosiery with perfect grace.

It has been our observation at Station WABD that radio directors have very little trouble with editing because they are naturally conservative, having been basically trained in programming for home reception. Non-radio directors quite frequently have a great deal of trouble in editing and the station management has had to take a hand in this task. This has so far not been necessary when programs are directed by radio men.

HOW A SHOW IS PUT ON: It is not the purpose of this narration to discuss any of the engineering aspects of television broadcasting. Rather station management and a little bit of programming. Thus in describing the method in which a program is aired only the program aspects will be discussed.

Television, like radio has a studio control room except that in television the studio control room is much larger and contains very much more equipment. Television cameras, as the reader has probably observed, are always referred to as camera chains. The reason for this is that the studio television camera unlike the motion picture camera is not a complete unit in itself. Let me explain. The studio part of the television camera consists of a "dolly" upon which is mounted the camera head, lens, iconoscopes and a focusing screen.

Can Select Shots

DuMont cameras, unlike all others, are equipped with a miniature television receiver so that the cameramen constantly sees the picture from his camera as it actually goes on the air. The advantages of this are that the cameramen sees not the entire stage but only the exact portion that his own camera is picking up. He therefore can cut his lines both vertically and horizontally down to the finest point possible. He knows for example just exactly how much head room he has and just exactly how much space he's showing on the sides. Incidentally it is this aspect of the DuMont camera which has enabled directors to put on elaborate shows in a very small space. The cameraman can cut into his set without any fear of picking up anything else and sets can be arranged one right beside the other.

Stringing back from the studio portion of the camera is a heavy cable which extends back into the studio control room to the other end of the camera chain. Here, at the other, or rear end of the chain is a monitor mounted upon a rack over the control panel. Thus in a studio where there are two cameras the director can select his shots in advance. In such a setup there would be two monitors, one for each camera in the studio control room and then a third showing the picture which is on the air. Cameramen, light-men, microphones and studio directors and assistants all wear earphones.

The director sitting in the studio control room can see his studio and he can talk to every single person in the studio except the actors without being heard on the air. He thus previews his shot, tells camera exactly what he wants, and when camera has it to his complete satisfaction he puts it on the air. In the meantime camera which has been on the air previously is ordered to change position, focus on anything else, and then goes on the air and makes still further changes. The system, though it sounds complicated, in reality is relatively simple to operate and it is fool-proof in the sense that every picture is seen before it is aired. No picture

(Continued on page 154D)

To Time-Buyers Who Want

FACTS...not Fantasy!

OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS

PROGRAMS*	HOOPERATINGS Omaha** (WOW)	HOOPERATINGS National*** (U. S. Urban)	PLUS Ratings of WOW
(Nighttime—Mon. thru Sun.)			
Bob Hope	44.6	33.0	11.6
Fibber McGee and Molly	48.1	32.9	15.2
Red Skelton	43.5	31.8	11.7
Abbott and Costello	31.4	22.9	8.5
Mr. District Attorney	33.2	22.7	10.5
Bing Crosby	30.7	22.5	8.2
Kay Kyser (10:00-10:30 PM E.S.T.)	30.4	21.6	8.8
Mr. and Mrs. North	22.5	14.6	7.9
Fitch Bandwagon	34.0	16.0	18.0
One Man's Family	23.0	15.7	7.3
People Are Funny	24.7	13.4	11.3
Million Dollar Band	21.5	11.9	9.6
Information Please	18.4	11.0	7.4
Date with Judy	22.0	11.2	10.8
Jimmy Fidler	18.5	8.9	9.6
(Daytime—Mon. thru Fri.)			
Right to Happiness	11.5	8.6	2.9
Ma Perkins	13.7	7.4	6.3
Light of the World	13.9	6.5	7.4
Road of Life	8.2	6.8	1.4
Today's Children	12.8	6.2	6.6
Guiding Light	16.0	6.1	9.9
(Daytime—Sunday)			
John Charles Thomas	11.1	9.0	2.1
Those We Love	13.6	7.7	5.9
World News Parade	12.9	7.7	5.2
NBC Symphony	6.7	5.1	1.6

* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.

** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening. December, 1943 thru April, 1944. C. E. Hooper, Inc.

***From the 1944 Mid-Winter Comprehensive Hooperatings, "U. S. Urban" Hooperatings based on interviews in 89 cities, a cross-section of all 412 U. S. cities over 25,000 population.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

SO WHAT?

There must be a reason. There IS—and it's a reason that's important to advertisers:

For 21 years Omaha listeners have *always* been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

34.4% of the MORNING audience;

49.0% of the AFTERNOON audience;

52.6% of the EVENING audience.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

Facsimile's Place In Postwar Picture

Improved Performance Achieved and Medium Is Ready for Go-Ahead

Based on an Interview With

JOHN V. L. HOGAN

Chairman of Panel 7, (Facsimile) Radio Technical Planning Board

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THE NAME of John Vincent Lawless Hogan is one of the best-known in radio. An engineer, he was the inventor of the "gang condenser" or single dial control, which transformed the radio receiver in the 20's from a mass of tuning gadgets to a single operation. He was there with DeForest as far back as 1907 and in 1910 was with the great Fessenden. A pioneer also in facsimile, he developed his own system. An avocation was his establishment of WQXR in New York in 1927 as a high fidelity station. The station recently was sold by Mr. Hogan and his associates to the *New York Times*, but he remains with it under a five-year contract. Engineer Hogan has worked with the National Defense Research Committee, the Signal Corps and the Army Air Forces, and his laboratory in Long Island City is working fulltime on war communications developments. He is a director of FMBI and has filled the position of chairman of the Executive Engineering Committee of NAB.

FACSIMILE, greatly improved over its prewar performance both as to speed and definition, is ready right now—or as soon as conditions will permit the manufacture of transmitters and receivers — to become a public service. At the touch of a switch a facsimile recorder, probably housed in the same cabinet as the sound radio receiver, will provide news stories and pictures, recipes, road maps, comic strips, short stories and serials, any and every kind of printable material, including advertising, which as in radio will undoubtedly pay the freight for the service rendered to the set owner.

But the field of facsimile is much larger than that of broadcasting. In communications, facsimile will serve police, railroads, aviation, maritime and a wide variety of point-to-point services as well as broadcasting to the world at large. In business, facsimile will offer a reproducing service of photostatic quality with far less expenditure of time and money. In industry, it will provide an immediate and continuous record in an office of plant operations—the speed of a motor operating in a factory or the amount of liquid in a storage tank below ground.

Permanent Record

However, it is in broadcasting that facsimile will probably find its widest use and its greatest public service. Like television, facsimile can transmit pictures and text either as a purely visual service or accompanied by sound. Facsimile lacks television's ability to transmit motion, but it can provide a permanent record of what it transmits, which television cannot, so that the two media will be complementary rather than competitive.

Television, more spectacular, will probably get off to a head start in the postwar era, but facsimile, able to offer satisfactory service at modest cost from the outset, may be expected in a brief period to overtake and pass television on the basis of number of sets in homes and of service rendered.

MR. HOGAN

The home facsimile recorder, about the size of a typewriter and weighing five or six pounds, can receive copy eight inches wide (the paper is nine inches wide, allowing for a half-inch margin at either side, and the copy will probably be sent in four columns of slightly less than two inches each) at a speed of three to five inches a minute, well above good reading speed, but, when text and pictures are mixed, probably averaging a speed which the eye can comfortably follow.

This is a tremendous improvement over the half-inch-a-minute prewar transmission speed, which kept the observer constantly and annoyingly waiting for the next line to appear. The quality of the transmission has similarly improved, with recent samples showing none of the irregularities so common a few years ago. Costing hundreds of dollars to make on an individual custom-built basis, these recorders will be cut in cost to tens of dollars when mass production methods can be applied.

Will Use FM

Facsimile will be broadcast by FM, which has the same advantages for this service that it has for sound, providing clearer reception and permittting simultaneous transmission by a number of stations on the same frequency separated by relatively short distances. Question of band width has not yet been settled by the Facsimile Panel (7) of the Radio Technical Planning Board, which is still debating the comparative advantages of 40-kc (15-kc deviation and 10-kc guard band) and 200-kc (75-kc deviation and 50-kc guard band). The wider channel gives a better signal-to-noise ratio; the narrower one will permit more stations to operate in whatever space is allocated to facsimile.

Multiplexing of sound and facsimile simultaneously on the same channel is possible. but it is considered undesirable because it degrades the sound to some extent and because at present it is generally considered that it would necessitate equipping all sound receivers with filters to eliminate facsimile interference whether or not the set owners also own facsimile recorders.

Chicken and Egg

Because of the many advantages of coincidental facsimile and sound broadcasting, however, RTPB Panel 7 will probably request the FCC to permit facsimile to be broadcast in the regular FM band as well as in a special facsimile band of 20 continuous channels in the region between 100 and 200 mc. Transmission on both bands could be received in the same receiver with no more difficulty than standard and shortwave broadcasts are received on an all-wave AM set.

Since facsimile can be broadcast on any FM channel, the thought has been advanced that any FM licensee should be permitted to broadcast either sound or facsimile programs as he wishes, with no distinction made in the allocation or licensing. An objection raised to this plan is that in major metropolitan centers all of the available channels might be devoted to sound broadcasting as more immediately profitable, thus blocking the development of the newer service of facsimile in the places where it will otherwise have the best opportunity for rapid growth.

Faced with the chicken-egg problem of all new media—advertisers demanding circulation before purchasing the service, the public demanding program service before purchasing receivers, the broadcaster requiring advertising revenue to enable him to provide the program service—it is probable that facsimile will get its start through the pioneering efforts of a present broadcaster who is willing to risk some of his income from sound broadcasting in this new field.

A dozen or so broadcasters experimented with facsimile, chiefly in the early morning hours when they were not offering sound service, in the prewar days and response to a letter by RTPB Panel 7 sent to all broadcasters indicates a considerable interest in the field today.

In addition to his transmitter, which will cost approximately as much as a sound transmitter, the facsimile pioneer will also buy a number of recorders, which he will install in clubs, hotels and theatre lobbies and other places, where a lot of people congregate, as demonstration sets. He will then provide the best program service he can buy or create—for example, a good comic strip not carried in any local newspaper but available only by his facsimile service could create a juvenile demand that might force parent purchase.

Who Will Pay?

Set manufacturers can help by including facsimile recorders in their console sound receivers and by offering kits such as were marketed in the early years of radio, with which any man or boy at all handy with tools can construct his own receiver. And the first advertiser to offer a discount to any customer presenting a facsimile coupon would not only win many customers among facsimile set owners but would help to increase the sale of recorders as well.

To those who are worried as to whether the facsimile set owner will be able to insert a new roll of paper without calling in a serviceman the answer is that anyone who can put film into a camera can put paper in a facsimile receiver. And will he be willing to pay for the paper? Well, the paper cost might be in part defrayed by the set manufacturer or the broadcaster, or advertising might be sold along the margin of the paper, but the real answer will depend on what he thinks of the service he gets from his set.

"AS LONG as our government is administered for the good of the people, and is regulated by their will; as long as it secures to us the rights of persons and of property, liberty of conscience and of the press, it will be worth defending."

ANDREW JACKSON

FREE SPEECH
"MIKE"

HEAR

"VICTORY FOB"
CBS COAST TO COAST

Saturdays 3:00 PM E.W.T.

RADIO STATIONS

WJR ★ **WGAR** ★ **KMPC**
DETROIT CLEVELAND LOS ANGELES

Estimating Cost of Television Stations

Rough Figures on Needed Items Listed

By BRUCE ROBERTSON

HOW MUCH does a television station cost?

Any broadcaster knows that the cost of a radio station rendering satisfactory service in a city of 50,000 population is not the same as that of another station serving a city of 500,000 people, and that neither of these approaches the cost of a network key station in New York or Hollywood.

The same variations are found in newspaper plants, in department stores and in other businesses and industries. And television is no exception. The cost of installing and operating a sight-and-sound broadcasting station depends largely upon the kind of service to be rendered and the size of the market to be served.

Taking Reservations

But with all these variables, there are still some figures which may be quoted to give the potential video broadcaster some basis for estimating his investment. Companies definitely planning to manufacture and sell television transmitting equipment as soon as the military situation will permit the resumption of peacetime manufacture for civilian use are already accepting reservations if not definite orders from prospective television broadcasters. These are DuMont, General Electric and RCA. Farnsworth and other companies may enter the field, but they have made no announcements to date.

Reservations are based on dollars-and-cents price schedules, although the companies emphasize that the prices are prewar figures and should be taken as estimates only, since at that time every video transmitter was a custom-built proposition while after the war quantity orders should permit some savings through quantity production methods. Postwar costs of material and labor will also affect the eventual prices of television station equipment, as of everything else.

With those factors understood, we are now ready to proceed with the problem of television station costs. While one could take almost any kind of station set-up as a hypothetical example, the easiest approach seems to be to start with the simplest type of video operation, what General Electric engineers call a "satellite" station.

This is a station which originates no programs of its own, but serves merely as an outlet for network programs received by radio relay or coaxial cable for local broadcast. It is a transmitter and little else, with its power—and price—dependent upon the area to be served.

This problem is simplified in that television will not duplicate, at least in the immediate postwar period, the wide range of sound broadcasting transmitters that run from 100 w to 50 kw. GE is offering only two transmitters, 4 kw and 40 kw. DuMont is concentrating on 5 kw and 25-kw models.

Those powers are for the visual transmitters; the aural transmitters in each instance have just half as much power.

Service area of the television transmitter depends on the location of the transmitting antenna—possibly atop a high office building in the center of town or on a hill or mountain outside the city—as much as it does on the station's power, which serves more to increase the strength of the signal laid down than to extend the range of the station. For satellite service, probably a 4 kw or 5 kw transmitter would be used, costing in the neighborhood of $50,000 for the sight and sound transmitters, monitors, antennas and the other apparatus necessary for the pick-up and rebroadcast of the network programs.

Higher powered transmitters would increase the cost radically—to about $80,000 for a 25 kw satellite station and $175,000 for a 40 kw setup. But since satellites will probably be chiefly used to serve markets too small to support a complete station operation, 25 kw or 40 kw stations of this type are improbable.

Other Equipment

Even a satellite station will probably be obliged to identify itself periodically with sight-and-sound announcements. This calls for a monoscope unit ($1,000), a synchronous pulse generator, mixer, amplifier and power suppliers ($4,500), and an audio amplifier, microphone, control panel, plugs and cables ($1,500), or an outlay of an additional $7,000 (GE figures).

Legal and engineering expenses in connection with filing an application with the FCC and other miscellaneous items bring the cost of a 4 kw or 5 kw satelite video station to roughly $60,000, not including erecting a transmitter house and running power lines to it, costs which vary too much with individual locations to be estimated on a general basis. Two engineers—three would be better—could operate such a station, which originates no programs locally. Their wages, which with power and replacement costs constitute the operating ex-

(Continued on page 150)

Leadership!

WEBR

MUTUAL NETWORK

FIRST IN BUFFALO

to apply for both TELEVISION and FM transmission licenses...

WEBR, the Courier Express station, has found that LEADERSHIP pays dividends in larger listening audiences, keener audience interest, and greater returns for its advertisers. WEBR's policy has been to offer the people of Buffalo the best things in radio FIRST. WEBR is the FIRST and ONLY radio station in Buffalo to apply for BOTH television and FM transmission licenses.

WEBR

Nationally Represented by WEED AND COMPANY

EVEN A 50,000 WATT STATION MUST RENDER *Community Service*

★

On April 21, 1944, WLAC dispatched the following "confidential" note to a highly-select list of Nashville business and professional men:

> "The Columbia Broadcasting System has made elaborate plans to give American listeners full coverage of the 'Invasion.'
>
> In anticipation of this important turn in the progress of the war, WLAC's engineering staff has been placed on 24-hour duty. Should the news break at a time when we are off the air, we shall resume broadcasting immediately.
>
> Now when this happens, would you like for us to notify you by telephone?
>
> . . . and in order that our system for handling the job may be completed just as quickly as possible, we must request an immediate reply."

More than 100 affirmative replies were received, and it is conservatively estimated that each of these people telephoned at least ten friends to tell them to "Tune in WLAC for the Invasion broadcast". From then on the news spread like wildfire and lights in thousands of Nashville homes blinked on during the early hours of dawn, June 7, 1944.

★

For this outstanding example of public service we are indebted to CBS—as well as all the other networks—without whose magnificent attention to the needs of the hour we could have not followed the Yanks to Normandy.

WLAC

"THE GATEWAY TO THE RICH TENNESSEE VALLEY"

Represented By Paul H. Raymer Co.

...THEY LIKED THE IDEA

"... this is characteristic of the fine spirit of progress and service which WLAC is manifesting from day to day"

W. H. Swiggart, Gen. Counsel
N. C. & St. L. Railway

★ ★

"... congratulate you upon your very great piece of public relations work. This is the finest I've seen".

Charles Nelson, President
Nashville Trust Company

★ ★

"I thank you very much. It is a privilege to avail myself of your courteous offer"

Thos. L. Cummings, Mayor
City of Nashville

★ ★

"Congratulations to you for your very practical, imaginative and purposeful idea".

F. W. Ziegler, Dir. Public Relations
Chamber of Commerce

★ ★

"... and we plan to put it on all our house radios immediately upon notification. It is a swell idea!"

Howard Baughman, Manager
Hotel Hermitage

★ ★

"... this is a fine thing for you to do. It goes to show that you are thinking ahead of the hounds".

T. A. Springfield, Manager
Nashville Auto Club

★ ★

"I deeply appreciate this outstanding thing your station is doing"

Carlton Loser
District Attorney-General

★ ★

"I appreciate very much your suggestion of notification of news on the invasion. Thanks very much for this unusual service"

Maxey Jarman, President
General Shoe Corp.

★ ★

"This is a great service and I congratulate you and your station on this very forward step."

Litton Hickman
County Judge

★ ★

"I think your idea is swell and I would very much like to be one of those notified".

S. W. Berger, President
Loveman, Berger & Teitlebaum

★ ★

"I want to congratulate you upon this very thoughtful arrangement on your part"

F. M. Fariss, President
Third National Bank

★ ★

"I wish to commend your station on this special public service".

J. E. Carnes, Manager
Nashville Electric Service

★ ★

"May I compliment you for the service you are rendering at all times, a sample of which is your kind offer".

Wm. Gupton, Postmaster

★ ★

"I appreciate very much the service you have offered me, and would be grateful if you would call me".

Joel B. Fort, Mg. Director
Federal Reserve Bank

★ ★

"I am grateful to you for your letter in which you outline plans for your coverage of 'D' Day."

Bascom Jones, Exec. Secrty.
Tenn. R. R. Ass'n.

★ ★

"Thank you very much for your offer to call me when the news breaks—day or night".

Chas. Pearson, Dist. Mgr.
Southern Bell Tel. Co.

★ ★

"This is indeed an excellent plan. I appreciate you writing me."

T. P. Kennedy, Jr.,
O'Bryan Bros., Inc.

Ralston to Award Promotion Prizes

Exploiting of Youth Series by MBS Stations to Be Cited

PRIZES totaling $1,000 in War Bonds will be awarded by Ralston Purina Co., St. Louis, to Mutual network affiliate stations for the best promotion of juvenile programs between Sept. 1, 1944 and March 1, 1945.

Winners will be determined by a committee from the editorial staff of BROADCASTING.

Awards consist of a $500 War Bond first prize, $250 second, $100 third, $50 fourth, $25 for fifth, sixth, seventh and eighth prizes. The awards will be based on (a) the most effective, consistent and complete promotion of Mutual juvenile programs carried by Mutual stations throughout the six-month period, and (b) the greatest volume of promotion consistent with the size and population of the community in which the station is located.

Eligible to enter are any promotion manager, publicity director, station manager, program director or other individual employed by a Mutual affiliate station who has been entrusted by that station with the work of general program or merchandising promotion.

Entries are to be sent in the form of a scrapbook to Harold M. Coulter, manager, audience promotion, MBS, 1440 Broadway, New York 18, N. Y. Entries must be postmarked before midnight April 1, 1945, and become the property of Ralston Purina Co. No entries will be returned. Opinion of the judges will be final. Winners will be announced about July 1, 1945.

Representing Ralston Purina Co. in the contest is Hal Chase. Claire Cari-Cari represents the radio department of Gardner Adv. Co., Ralston Purina agency. Acting for Mutual are Robert Schmid, director of sales promotion, and Mr. Coulter.

Duffy's Shifts

BRISTOL-MYERS Co., New York (Ipana, Minit Rub), on Sept. 15, shifts *Duffy's Tavern* from Blue stations, Thursday, 8:30-9 p.m. (EWT), with West Coast repeat, to NBC stations, Friday, 8:30-9 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). With exception of Florence Robinson who will portray Miss Duffy, talent lineup remains the same. Ed Gardner continues as Archie, with Eddie Green and Charles Cantor, comedians. Jack Roche is producer of Young & Rubicam agency, servicing account.

Vets' Opportunity

SERVICEMEN returning to civilian life will have the opportunity of three programs of study offered to them by the Henry W. Grady School of Journalism, U. of Georgia. There will be a special one-year course, a four-year course leading to a B.A. in journalism, a graduate course for an M.A. The term "journalism' as used in the Grady School includes radio reporting as well as magazine and newspaper journalism.

BELIEVED TO BE LAST PHOTO of Tom Treanor, NBC war correspondent killed in France Aug. 19, is this picture of Mr. Treanor and radio co-workers, gathered around a camouflaged radio truck "somewhere in France". Top row are George Hicks, Blue (l); Frank McCall, NBC; (Standing, l to r): Charles Shaw, CBS, who suffered a fractured leg in the accident that took Mr. Treanor's life; Larry Lesueur, CBS; Mr. Treanor. Seated is Bill Chapman of NBC.

1908 Thomas Stanley Treanor 1944

THOMAS STANLEY TREANOR, 35, correspondent with Gen. Patton's Third Army for NBC and the *Los Angeles Times*, was fatally injured Aug. 19 in France when a jeep in which he was riding with Charles Shaw of CBS and another correspondent was crushed by an American tank. Mr. Treanor died 10 hours later in a front-line hospital. Mr. Shaw received a fractured leg.

News of his death was announced on NBC last Monday by John MacVane in a broadcast from the American sector in France. Mr. Treanor's ambition was to be the first radio correspondent to reach Paris and send the word back home, said Mr. MacVane. At the time of his death the correspondent was at the tip of American Third Army units, pushing toward Paris.

Enroute to Seine

"Tom's loss will be great," said MacVane, his voice breaking. "He was greatly loved by his fellow correspondents—ever ready and enthusiastic—ever ready to help." William F. Brooks, NBC's director of news and special events, also paid tribute to Mr. Treanor, who, true to the tradition of newsgathering, "sacrificed his life in the never-ending quest for news and in his desire to get it first."

Mr. Treanor was enroute to the Seine River front with two other correspondents (one whose name has not been disclosed). As their jeep swung out to pass a column of tanks, a Sherman tank also swung out and ran over the small car. The driver and three correspondents were injured. Mr. Treanor received severe scalp injuries, a crushed foot and internal injuries.

He was given 10 pints of blood. Until he became unconscious, he joked with the Army doctors and fellow correspondents. To a photographer he called out: "Did you get a picture of me under that tank?"

A native of Los Angeles, where he was born in 1908, Mr. Treanor was graduated from the U. of California. He worked for the *Los Angeles Express* and later the *Times*. He went overseas in 1940 and had covered the battlefronts in the Far East, Africa, Sicily and Italy. He went to England in March 1944 and, in addition to his newspaper work, was correspondent for NBC. He had written a book, *One Damn Thing After Another*, based on his experiences.

Tom Treanor was one of the first radio correspondents to cross the English Channel on D-Day, and was among the first to return to England with eye-witness stories of the early fighting. In recent weeks he had been assigned to Gen. Patton's Third Army.

Mr. Treanor leaves his widow, the former Eleanor Stimson, and three children. He was buried in an Army cemetery near LeMans.

DR. EDWARD J. BYNG, who set up the European continental services of the UP and served as general manager for a number of years has started a twice-weekly commentary on WEVD New York.

DIRECT-CUT COPIES

OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD
RECORDING COMPANY
221 N. LA SALLE ST. CHICAGO 1

FLORAL PRESENTATION is made by G. Bennett Larson (r), manager of WWDC Washington, to Venus Ramey, winner of the 'Miss Washington" contest sponsored locally by the station.

TRANSFERS FILED FOR WORD, KEEW

TRANSFER applications were filed with the FCC last week for KEEW Brownsville, Tex. and WORD Spartanburg, S. C., the latter resulting from the Commission ban on dual operation of standard stations in the same or over-lapping areas.

T. Frank Smith, manager of KXYZ Houston and KRIS Corpus Christi. joins the present operators of the Brownsville outlet in a partnership doing business as KEEW Ltd. Mr. Smith, to hold a 60% interest for which he agrees to pay approximately $8,[illegible]00 plus other considerations, according to the application, would be general partner, with the other individuals as special partners, each with a 20% interest. Provision for adequate financing for future expansion was given as reason for shift.

Application was also filed to transfer WORD from the Spartanburg Adv. Co., which also operates WSPA Spartanburg, to J. M. Bryan, general manager of WBIG Greensboro, N. C., and Smith Davis, president and sole owner of Smith Davis & Co., Cleveland newspaper financing firm, doing business as Spartanburg Broadcasting Co., a partnership in which each has equal interest. Consideration is $58,500.

Truman on All Nets

ACCEPTANCE speech of Sen. Harry S. Truman of Missouri. Democratic Vice-Presidential nominee, will be broadcast on all four networks from Lamar, Mo., Sen Truman's birthplace, on Aug. 31, 10:30-11 p.m. EWT. Broadcast will be carried as a public service feature, in accordance with custom regarding the acceptance speeches of candidates for President and Vice-President, and not as a Democratic commercial program. Sen. Tom Connally of Texas will officially notify Sen. Truman of his nomination.

Survey Technique

TO DEMOSTRATE the technical handling of coincidental telephone interviews C. E. Hooper Inc. has prepared a transcription of 30 minutes of actual interviewing which will be played during the NAB War Conference.

TELEVISION STIRS RETAILERS

Advertisers Display Keen Interest in WBAL Tests; Demonstrations Projected

By N. P. SULLIVAN

PIONEERING in the Baltimore area, WBAL Aug. 15-25 captured the interest of advertisers and agency executives in a 10-day studio clinic designed to bring forcefully to their attention the commercial potentialities of postwar television.

Daily demonstrations in WBAL's studios, where a tele-camera, control equipment and three receivers were set up, were well attended by department store advertising managers, agency representatives and others in the retail advertising field. Harold C. Burke, WBAL manager, arranged the tele show in cooperation with RCA and NBC. and as host to the advertisers received much favorable comment.

Advertisers Interested

The projections brought to the audience from an adjoining room where special backdrops were erected, the images and music of a pianist, vocalists and an accordionist. Later a narrated film depicting the development and the mechanics of television was run off in the studio.

The keen interest of advertisers was noted especially in a question and answer period during which Mr. Burke explained the limitations of prewar equipment with which the demonstration was made (8 by 10 inch pictures of the 441 line type) and outlined more recent developments and future possibilities. Asked about color in future projections, Mr. Burke said that color. just as in motion pictures, would require development, but undoubtedly would be a factor in television's future.

Queries concerning the necessity of darkening rooms for reception, the radius of projection and others further indicated the interest of the audience from the local advertising standpoint.

Many left the studios with the announced intention of preparing an act or skit for the presentation of their products over the television apparatus while it remains at the WBAL studios. Several such demonstrations were definitely scheduled during the week.

A large Baltimore department store. Hochschild. Kohn & Co., was among those who took advantage of the television facilities to stage a fashion show, gaining preliminary education in the art of producing effective television advertising and in its future possibilities and advantages.

The Baltimore demonstrations were the first of a series to be made with the apparatus which is on tour of various cities. One of these is Oklahoma City where station WKY will stage experiments.

The Baltimore clinic furnished advertisers their first, long-awaited opportunity to study radio's revolutionary advancement as a future advertising medium for the local retailer. The demonstrations were of particular significance to Baltimoreans because they are aware that their city is on the circuit of the coaxial cable for television which, by late 1945, is expected to be completed between New York and Washington.

WBAL already has made application to the FCC for permission to operate a television station.

'Collier's' in 53

CROWELL PUBLISHING Co., New York, on Aug. 4 started a 13-week spot campaign on behalf of *Collier's* magazine in 53 markets throughout the country. During the period, between 11,000 and 12,000 chain break and one-minute spot announcements will be used on 114 stations on Fridays and Saturdays only, with each station averaging some 10 announcements per day. Campaign may continue beyond the 13-week cycle. Agency is Arthur Kudner Inc., New York.

Borden Promotes

BORDEN CO. grocery products division. New York, on Sept. 11 (or 18) will start promotion of Starlac, a powdered skim milk, on the *Make Believe Ballroom* program on WNEW New York, Monday through Friday, 10-10:45 a.m. and Saturdays, 10:30 to 10:45 a.m. Product, new to the New York market, was previously promoted on radio in southern markets. Contract is for 26 weeks. Borden is also promoting Evaporated Milk thrice weekly on *Meet the Missus* on WBBM Chicago. Agency is Young & Rubicam, New York.

KRLD Agreement

A NEW WAGE contract has been approved by the War Labor Board between the local union and KRLD Dallas. Local Union 1257 IBEW has announced. Wage has been increased from $1.10 per hour to $1.25 for a 40-hour week, retroactive to June 4.

PHILIP M. PRITCHARD, salesman in the radio division of Sylvania Electric Products, has been promoted to manager of equipment tube sales for the east central division, with headquarters in New York.

IF YOU SELL
DRUGS
(OR DRILLS OR DYE)

ASK YOUR DISTRIBUTOR ABOUT
KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how much toothpaste and Tanglefoot that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows*—and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS
FREE & PETERS, INC., Exclusive Representatives

Sponsors and Agencies Big Contributors in Blue's Growth to Man-Size in Three Years

Recent Mailing by Network Recounts 1944 Progress; Acknowledges Cooperation from Many Sources; Pledges to Make it Easier "To Do Business with Blue." Below are Excerpts from Letter by Edgar Kobak, Executive Vice-President

RIGHT after D-Day, Blue stations began wiring and writing us about the invasion news programs we were feeding them. One station, judging us from our service, said: "The Blue is now a mature network." Allowing for bias in our favor, we like to think our station is right—that *we are now man-size.*

Let us see how the Blue measures up to "man-size"—from all the aspects of broadcasting. We believe such a review will interest you, because if you are a sponsor it is good to know that the horse on which you put your money is paying out; and if you are not yet an advertiser, well—here's a medium that may soon fit into your marketing plans.

Big Handling of Big News

Man-size, we believe, describes the job we did on D-Day news: if you were tuned to a Blue station, we need not go into it. No one will forget that famous George Hicks broadcast from the gun-turret of a U. S. warship: Hicks emerged from it a "name," and now has a program of his own—Tuesdays and Thursdays at 10:15 P. M., EWT.

Memorable, too, was the work of our other foreign correspondents covering the invasion: Arthur Feldman, Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom turned in great stories. We want to thank the editors of *Time* and *Life* ("Time Views the News" program); AP, UP and INS; also BBC; and the Navy and War Departments—for their cooperation; and thanks to our contemporaries, NBC and CBS and MBS, for being together in the pool broadcasts.

Man-size was our coverage of the Republican National Convention in Chicago. Listeners to Blue stations got not merely the speeches; they got a running picture of proceedings from Ray Henle, on the speakers' platform; Martin Agronsky and Harry Wismer on the convention floor; William Hillman talking from the Blue booth; as well as Earl Godwin, Henry J. Taylor, Baukhage, Leon Henderson, Bryson Rash, Patricia Dougherty, and the editors of *Time* and *Life*. They also got a carefully reasoned summary every night by no less a personage than Mark Sullivan. No wonder *Variety* said that the Blue had the "best all-around coverage" of the Republican Convention of any network.

The Democratic Convention was covered with equal thoroughness and news-flair; not only was the same battery of Blue commentators again on hand, but their ranks were augmented by Walter Kiernan and by Clete Roberts, Blue war correspondent for the Southwest Pacific, attached to General MacArthur's headquarters—who served at the convention as a special roving reporter. Ernest K. Lindley, famed Washington correspondent for *Newsweek*, did the summary after each session exclusively for the Blue.

More Stations, More Coverage

From the viewpoint of stations and coverage, we believe the *man-size* fits. The most recent development has been, of course, the purchase by the Blue of Station KECA in Los Angeles. Other developments include the moving of WJZ to Lodi, N. J., so that this station now blankets the New York market; and the addition of 21 stations to the Blue since January 1, 1944.

Progress in Programming

Our Daytime Programming philosophy (based on survey findings that listeners want *more than* serials, they want variety) is proving out. We believe we are now man-size in *listening*. Hooper, who should know, says that taking the morning hours—9 to 12—the Blue has been in top position, i.e. ahead of all other networks, every month from January, 1944, on. *That* didn't happen by virtue of one program which pushed up the average, but by virtue of consistent performance all through the morning. (Incidentally, we do have the No. 1 rating morning program on the Blue—"Breakfast at Sardi's.")

And it begins to look as though in the afternoon, we are going to duplicate our morning performance.

Another program point: Since January, 1942, the Blue has originated, produced and sold more programs than any other network. We believe the reason is not that the Blue has a corner on program brains or ability or even money; but simply that we are honest enough to admit we haven't such a corner and welcome brains when they appear.

Advertisers Find Net Man-Size

Now comes the crucial question: do *advertisers* think we have grown to man-size? Let us judge what they think by what they do. When they bought BLUE, *part* of the reason may have been that there was no time elsewhere; but when they renew and stay on the Blue, then it must be because the Blue delivers audiences at a profitable figure.

In the period January-July, 1944, we added 23 new advertisers to our roster and have sold 11 new programs to old advertisers. When you turn to our list of new and old advertisers, we invite your attention to two factors:

1—the importance of the advertisers who are on the BLUE (figure for yourself whether they are the sort who would buy a network because they like the salesman's hair-cut, or because they want results)

2—the type of program and the caliber of the artists (more and more, advertisers are investing enough money to insure good shows — knowing that people listen to programs, not to kilocycles)

Another important point about BLUE advertisers is the consistency with which they order the full BLUE. At this writing there are 36 sponsors whose 45 programs were so ordered. Man-size networks, so to speak.

Never Too Young or Too Old

In addition to all this we believe we are doing a man-size job of covering listeners' interest.

They are (almost) never too young or too old to get pleasure out of tuning to the BLUE.

For kids of pre-school and school age, we have the biggest block of children's programs of any network; for the "bobby sox" age we have the top name bands of the country, Spotlight Bands; for the serious minded we have the Metropolitan Opera, the Boston Symphony, and Town Meeting of the Air. Check the Blue's summer schedule—the new comedy shows make us perhaps the No. 1 comedy network in the summer with a challenge to old time comedy programs returning in the fall. Man-size? You be the judge.

Now, how about the part our network is playing in the industry: let us be content with citing the fact that at the Conference of Education by Radio, held in May at Columbus, O., our representatives were far from silent. We have also been vocal about the rating service picture. And we think that we were pioneering for all radio when we entered the International field through our affiliation with a group of leading stations in Brazil. Also, the Blue has its eyes and its mind on Television and FM.

An Industry Job

Our national advertising campaign is man-size, too, we think. We have long believed that the radio industry needed and would benefit from a broad-gauge advertising campaign—a year-round "listener-relations" project designed to dramatize for the people exactly what broadcasting was doing to serve them; what radio meant in terms that were at the same time broad and intimate. In other words, a job for the industry's leader. That job, we undertook.

The doing of so many things in ways bigger than we have ever done them before has required more people—we have more people. When we started out, February 1, 1942, we had 407 people. On July 1, 1944, our payroll totaled 769. Meantime, 138 of our men and women are in the Armed Forces of our country.

Living Up to A Slogan

One final remark: you might think from what we have said that we are pretty pleased with ourselves. *Well, we are not.* We aren't satisfied that we can't do better - and we are going to try and try hard. For example, we have under way a *Blueprint* of future operations—to assure the best possible all-round postwar service to listeners and advertisers. Our slogan is "It's easy to do business with the Blue." Sometimes, we are sure, it isn't so easy - and realizing the fault is ours, we are going to continue working and improving so that our slogan will be true in every sense of every word.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.

NEW COAST-TO-COAST ADVERTISERS ON THE BLUE

(Added Since January 1, 1944)

EVENING

ADVERTISER	PROGRAM	DAY & TIME
American Cyanamid Co.	The Doctor Talks It Over	Fri. 10:30-10:45
American Meat Institute	Life of Riley	Sun. 10:00-10:30
Borden Company	Ed Wynn	Fri. 7:00- 7:30
*Bristol-Myers	Nit Wit Court	Tues. 8:30- 9:00
*Cummer Products	My Best Girls	Wed. 8:30- 9:00
Elgin Watch Company	Keep Up With the World	Sun. 10:30:11:00
Esquire, Inc.	Coronet Story Teller	M-Fri. 9:55-10:00
	Coronet Quick Quiz	Sat. 9:55:10:00
Eversharp, Inc.	Let Yourself Go	Tues. 10:30-11:00
Falstaff Brewing Co.	Falstaff Show (central zone)	M-W-F 11:00-11:15
*Ford Motor Co.	Greenfield Chapel Service	Sun. 8:00- 8:15
	Early American Dance Music	Sat. 8:00- 8:30
Hastings Mfg. Co.	Earl Godwin	Fri. 10:00-10:15
Hires, The Chas. E. Co.	Heidt Time for Hires	Mon. 7:00- 7:30
Kem-Tone	Dunninger (formerly sust.)	Wed. 9:00- 9:30
Larus & Brother Co., Inc.	Musical Autographs	Sat. 10:00-10:30
Lockheed Aircraft	The Man Called X	Sat. 10:30-11:00
Manhattan Soap Company	Scramby Amby	Wed. 7:00- 7:30
McKesson & Robbins, Inc.	Joe E. Brown—Stop or Go	Thurs. 10:30-11:00
National Board of Fire Underwriters	Leland Stowe (formerly sust.)	Sat. 7:15- 7:30
Owens-Illinois Glass Co.	Fred Waring & His Pennsylvanians	Thurs. 7:00- 7:30
*Philco Corp.	Philco Summer Hour	Sun. 6:00- 7:00
Reader's Digest	America's Town Meeting of the Air (formerly sust.)	Thurs. 8:30- 9:30
**Serutan Company	Monday Morning Headlines	Sun. 7:15- 7:30
Westinghouse Electric]	Ted Malone	M-W-F 10:15-10:30

DAYTIME

ADVERTISER	PROGRAM	DAY & TIME
Aluminum Co. of America	Ethel Barrymore	Sun. 3:30- 4:00
Borden Company	Fannie Hurst Presents	Sat. 10:00-10:30
Chatham Blankets	(Women's Service Program)	Sat. 11:00-11:15
Chef Boy-Ar-Dee Foods	What's Cookin'?	Sat. 10:30-10:55
*Clark, D. L. Co.	Mary Small Revue	Sun. 5:00- 5:30
Curtis Publishing Co.	The Listening Post	Tu.-Fri. 10:45-11:00
General Foods	Hop Harrigan	M-F 4:45- 5:00
Grove Laboratories	Leland Stowe—Commentator	Sun. 1:55- 2:00
Libby, McNeill & Libby	My True Story (formerly sust.)	M-F 10:00-10:25
Luft Co., George W.	Sammy Kaye's Tangee Serenade	Sun. 1:30- 1:55
*Pepper, Dr., Co.	Darts for Dough	Sun. 4:00- 4:30
Procter & Gamble	Breakfast at Sardi's	M-F 11:00-11:15
	Glamour Manor	M-F 12:00-12:30
**Quaker Oats	The Aunt Jemima Show	M-F 10:25:10:30
RKO Radio Pictures, Inc.	Hollywood Star Time	M-F 3:15- 3:30
Scripto Mfg. Co.	George Hicks	Sun. 1:15- 1:30
*Sherwin Williams	World of Song	Sun. 4:30- 5:00
**Sweets Co. of America	Kiernan's News Corner (East-Central only)	M-W-F 2:00- 2:15
Welch Grape Juice Co.	Time Views the News (formerly sust.)	M-W-F 4:30- 4:45

*New program for old advertiser (change or replacement)
**Additional program for old advertiser

OLD BLUE ADVERTISERS CONTINUING

(Day and Evening)

ADVERTISER	PROGRAM	DAY & TIME	STARTED
Allis-Chalmers Mfg. Co.	The Boston Symphony	Sat. 8:30- 9:30 PM	Dec. 25, 1943
Bristol-Myers Co.	Parker Family	Fri. 8:15- 8:30 PM	Oct. 1, 1939
Carter Products	Keepsakes	Sun. 8:30- 9:00 PM	Sept. 5, 1943
	Deadline Dramas	Sun. 12:00-12:30 Mid.	Dec. 26, 1943
	Jimmie Fiddler	Sun. 9:45-10:00 PM	Mar. 2, 1942
Clipper Craft Clothes	Dorothy Thompson	Sun. 8:15- 8:30 PM	Mar. 19, 1942
Coca-Cola Co.	Spotlight Bands	M-Sat. 9:30- 9:55 PM	Sept. 21, 1942
	Morton Downey	M-Fri. 3:00- 3:15 PM	Feb. 8, 1943
Ford Motor Co.	Watch the World Go By	M-Fri. 8:00- 8:15 PM	July 12, 1942
General Mills, Inc.	Lone Ranger	M-W-F 7:30- 8:00 PM	May 4, 1942
	Jack Armstrong	M-W-F 5:30- 5:45 PM	Aug. 31, 1942
Gum Laboratories	Hello Sweetheart	Sat. 5:45- 6:00 PM	Dec. 18, 1943
Hall Brothers	Meet Your Navy	Fri. 8:30- 9:00 PM	Aug. 21, 1942
Harvel Watch Co.	John B. Kennedy	Sun. 1:00- 1:15 PM	Dec. 19, 1943
Jergens, Andrew, Co.	Walter Winchell	Sun. 9:00- 9:15 PM	Sept. 2, 1934
	Basin Street	Sun. 9:15- 9:45 PM	April 4, 1943
Kellogg Co.	Breakfast Club	M-Fri. 9:45-10:00 AM	July 5, 1943
	Breakfast at Sardi's	M-Fri. 11:15-11:30 AM	May 3, 1943
	Gil Martyn—News	M-Fri. 11:30-11:45 AM	Aug. 9, 1943
Lehn & Fink	Blind Date	Mon. 8:30- 9:00 PM	Oct. 25, 1943
Mail Pouch Tobacco Co.	Counterspy	Mon. 9:00- 9:30 PM	Sept. 28, 1942
Miles Laboratories, Inc.	Quiz Kids	Sun. 7:30- 8:00 PM	Sept. 4, 1940
	Lum 'N' Abner	M-Thurs. 8:15- 8:30 PM	Sept. 29, 1941
O'Cedar Corp.	Hot Copy	Sun. 5:30- 6:00 PM	Aug. 29, 1943
Quaker Oats Co.	Terry & the Pirates	M-Fri. 5:00- 5:15 PM	Feb. 1, 1943
Serutan Company	Drew Pearson	Sun. 7:00- 7:15 PM	Oct. 12, 1941
Sloan, Dr. Earle S., Inc.	Gangbusters	Fri. 9:00- 9:30 PM	Oct. 14, 1940
Socony Vacuum Oil Co.	Raymond Gram Swing	M-Thurs. 10:00-10:15 PM	Sept. 28, 1942
Sweets Co. of America	Dick Tracy	M-Fri. 5:15- 5:30 PM	Mar. 15, 1943
Swift & Company	Breakfast Club	M-Sat. 9:30- 9:45 AM	Feb. 8, 1941
Wander Co.	Capt. Midnight	M-Fri. 5:45- 6:00 PM	Sept. 28, 1942
Williamson Candy Co.	Famous Jury Trials	Tues. 9:00- 9:30 PM	Nov. 11, 1940

AP

KRLD, Dallas, Texas

. . . You have perfected AP to an all-time high in radio news services.

Clyde Rembert
Managing Director

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

LOOK OVER . . .
NOT OVER LOOK
250,000 PROSPECTS
IN THE SABINE AREA OF TEXAS

KFDM

Blue Network, 560 K. C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS
Represented by the Howard H. Wilson Company

OUT IN FRONT

CARRYING ALL CBS MAJOR PROGRAMS

KGVO
MISSOULA · MONTANA

WRGA
MUTUAL
Rome
GEORGIA

Peabody Awards Chairmen Chosen

NAB Releases List of Local Committee Heads for 1944

THE NAB, through Dorothy Lewis, coordinator of listener activity, last week released a list of the local chairmen, who will set up committees to select and bring radio programs to the attention of the 1944 Peabody Awards (National) Committee.

List of chairmen follows, with areas indicated in parenthesis:

George Jennings, director, Chicago Radio Council (Chicago); Mrs. G. B. Palmer, regional director, listener interests, Minnesota Radio Council, Minneapolis (Minn.); Mrs. Hazel Hillis, director, Des Moines Radio Council (Des Moines); Mrs. W. F. Ottman, pres. Omaha Radio Council (Omaha); Sherman Lawton, radio director, Stephens College (Columbia, Mo.); Mrs. R. O. Baker, pres. Kansas City Radio Council (Kansas City); Mrs. A. E. Galaway, American Legion Auxiliary (Tulsa); Mrs. N. B. Williams, League of Women Voters, Oklahoma City (Okla.); Mr. John Gunstream, director, radio-visual education, State Dept. of Education, Austin (Tex.); Mrs. M. T. Large, Intermountain Radio Council, Salt Lake City (Utah).

E. T. Anderson, Great Falls High School (Great Falls, Mont.); Mrs. D. J. Marble, Seattle Radio Council (Wash.); Mrs. A. V. Overman, pres., Spokane Radio Council (Spokane); Mrs. George Struve, pres., Sacramento Radio Council (Sacramento); Mrs. R. H. Marvin, regional director, NAB listener activity (Los Angeles); Mrs. Margaret Girdner, San Francisco Public Library (San Francisco).

Mrs. Clifford Weiden, Maine Federation of Women's Clubs (Me.); Mrs. Marguerit Clifford, Franklin (N. H.); Mrs. Dorothy Kraus, vice-pres., Boston Radio Council (Boston); Mrs. Edwin W. Malmros (Buffalo); Mrs. George Howard, national radio chairman, Daughters of the American Revolution (Rochester); Kenneth Bartlett, (Syracuse); Mrs. Adelaide Navais, Northeastern Radio Council (Schenectady); Mrs. Robert Cornelison, pres., N. J. Radio Council (N. J.); Prof. Herbert Olander, Pittsburgh U. (Pittsburgh); Mrs. F. H. Linkenberg, pres., Louisville Radio Council (Louisville); Mrs. Arch Trawick, pres., Middle Tennessee Radio Council (Nashville).

Mrs. Gertrude Broderick, sect., Federal Radio Education Committee, U. S. Office of Education (Washington); Mrs. J. D. Robinson, Federation of Women's Clubs, Wallace (Eastern N. C.); Mrs. Herman Warren, pres., Winston-Salem Radio Council (Winston-Salem, N. C.); Mrs. Paul M. Munro, Columbus Public Schools (Columbus, Ga.); Mr. Theodore R. Wright, Board of Education (Birmingham, Ala); Mrs. Henry C. Christian, pres., Radio Council, Greater Cleveland (Cleveland); Mrs. J. P. Duncan, Akron U. (Akron); Harry Lamb, radio division, Toledo Public Schools (Toledo); Mrs. F. L. Botkin, Indiana Federation of Women's Clubs (Muncie, Ind.); Blanche Young, radio director, Indianapolis Public Schools (Indianapolis); Mrs. C. C. Wiley, Parent-Teacher Assn., Champaign (Ill.).

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710 kc Case Opened

TWO LONG pending applications for assignment on the 710 kc channel were reopened by the FCC last week on petitions from WHB Kansas City and WTCN Minneapolis. The Commission reopened the record for further hearing on the WHB request for a shift from 880 kc with 1,000 w daytime only, to 710 kc with 5,000 w fulltime, using a directional. The station has sought fulltime for a decade. WTCN has asked for further hearing on its application to change its frequency from 1280 kc with 5,000 w day, 1,000 w night, to 710 kc with 10,000 w fulltime, using a directional antenna at night.

WESTINGHOUSE RADIO WORKSHOPS

End of Second Year Training Sessions Finds Stations Ready to Expand Course

GOVERNMENT
NETWORK
SPORTS
PROGRA

ON COMPLETION of the Workshop course offered by WBZ Boston in cooperation with the Boston U. Summer School, Ethel I. Parker, a teacher of the blind employed by the Massachusetts Dept. of Education, receives a certificate from C. S. Young, general manager of the Westinghouse station. Interested participants are W. B. McGill, supervisor of advertising for Westinghouse in Philadelphia, and Mrs. Doris Corwith, assistant to the NBC Public Service Counselor.

AT THE CONCLUSION of its second year, plans are now being formulated in both Philadelphia and Boston for an extension of the course through the fall and winter months of the Westinghouse Radio Stations' "Radio Workshop", it was announced a short time ago after the testimonial dinner given station officials July 27 which brought to a close the second annual Westinghouse Summer Workshop at KYW Philadelphia. Special instruction by station personnel will be given in script writing and radio production methods this fall.

Tested Elsewhere

The workshop plan for training school teachers, principles and supervisors in the techniques, utilization and evaluation of radio for educational purposes was originated at KYW Philadelphia by Gordon Hawkins, program supervisor of Westinghouse Stations, in cooperation with the Philadelphia Board of Public Education. A number of universities have sent representatives to Philadelphia to study the plan which brings the educators into direct contact with professional workers in all phases of radio activities for demonstration and instructions in radio procedure and techniques.

Patterns evolved during 1943 at KYW were applied this year in the Pittsburgh and Boston Workshops. The Boston Radio Workshop, conducted by WBZ, was directed throughout its 11 sessions by George Slade of the station's staff, and ended Aug. 11. The KDKA Pittsburgh Workshop was directed by Robert White, program manager and ran through 10 sessions until Aug. 4.

An interesting experiment was conducted during the Workshop Session in Philadelphia with the addition to the adult classes of a special group of school pupils of varying ages taking a parallel course with the teachers. The group took part in actual educational broadcasts and served also to interpret to their school instructors the attitude and the needs of teen age students in relation to radio. Arrangements are made whereby Philadelphia school teachers attending these Workshop classes may elect to receive college credits for the work.

Guest speakers during the 1944 Philadelphia Workshop comprised the following:

L. W. Joy, KYW manager; J. E. Baudino, KDKA Pittsburgh manager; Donn Bennett, KYW; W. E. Galleher, KYW educational director; Joseph Derbyshire, KYW; Robert Heckert, news commentator and foreign correspondent, KYW; Edward Skotch, program department, KYW; Mary Margaret Kearney, Philadelphia Catholic Schools; J. P. Begley, program manager, KYW; A. L. Boss, program department, KYW; Betty Jordan, home economist, KYW; Ernest Gager, chief engineer, KYW; James W. Gantz, publicity director, KYW; Eleanor Ulmer, promotion manager, KYW; Dorothy Lewis, coordinator of listener activities, NAB; Walter Evans, vice-president Westinghouse Electric & Mfg. Co.; B. A. McDonald, general sales manager, WRS Inc.; F. P. Nelson, manager shortwave and television, WRS Inc.; Don Lerch, U. S. Dept. of Agriculture; Ruth Wells, home economist, KYW; Gertrude Broderick, U. S. Dept. of Education; Gordon Hawkins, program supervisor, WRS Inc.; F. P. Nelson, shortwave and television manager, WRS Inc.; Lee B. Wailes, general manager, WRS Inc.; C. E. Arney, NAB; Doris Corwith, NBC; W. B. McGill, advertising and promotion manager, WRS Inc.; LeRoy Miller, KYW.

Satevepost on 70

CURTIS PUB. CO., Philadelphia, which recently added KYW Philadelphia to its list of stations promoting *Saturday Evening Post*, is using one-minute transcribed spot announcements at varying intervals on some 70 stations in 17 markets throughout the country. Promotion on these stations will extend through 1945. Curtis also sponsors *The Listening Post* on 77 Blue Network stations, Tuesdays and Fridays, 10:45-11 p.m. Agency is MacFarland, Aveyard & Co., New York.

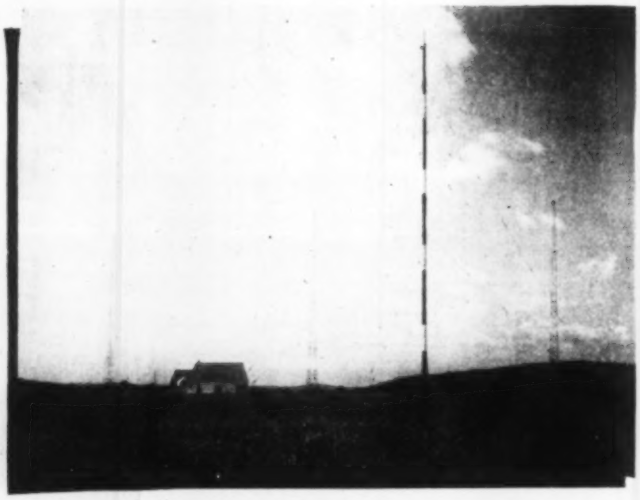
national 'names' sponsored LOCALLY
...make WXYZ a great station!

Eddie Chase

First in California, then in Chicago, and now in Detroit . . . EDDIE CHASE and his phenomenally popular "Make Believe Ballroom" has the 'standing room only' sign up. Twelve hours a week he works for national clients such as A & P, Spur, Tootsie Rolls and some grand locals who know the selling power of Chase on Detroit ears.

XUM

Broadcasting Leaders Use



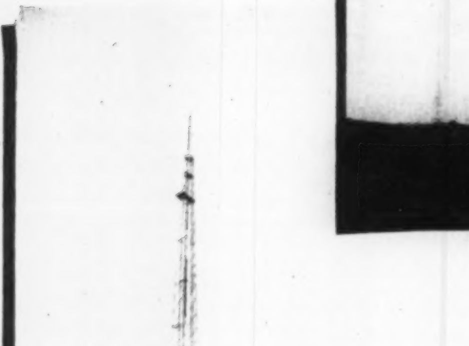
WNBF-FM *(Binghamton, New York). Licensed to Wylie Jones Advertising Agency.*

V

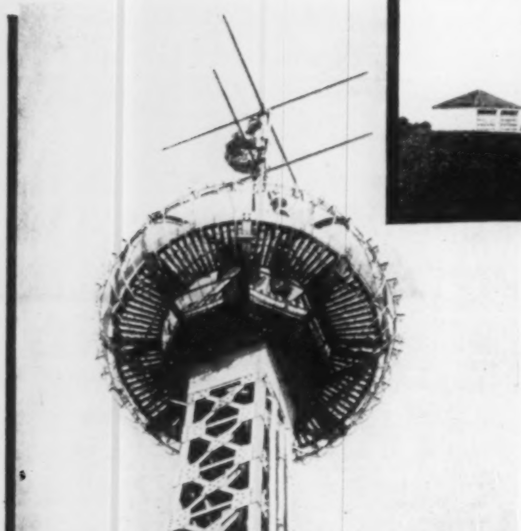
c

IN 1938 when frequency modulation first caught the attention of the broadcasting field, Radio Engineering Laboratories had already collaborated with Major E. H. Armstrong, the inventor of FM, in installing the first FM transmitter (W2XMN, Alpine, N. J.).

Practically all the broadcasting leaders since 1938, to the advent of World War II, who were interested in FM, installed REL FM transmitters. Since the war, all FM transmitter orders for commercial use have been frozen, but when peace comes REL will be ready to serve the broadcasters in all their FM needs. REL has kept abreast of every FM development, and its war orders have added years of experience that will prove valuable to prospective owners of post-war FM stations.



WMFM *(Milwaukee). Licensed to the Journal Company (WTMJ).*



WENA *(Detroit) FM tower atop the Penobscot Building. Licensed to the Evening News Association (WWJ).*

W2

WG

WE

WM

WM

WF

WE

WN

WH

WH

WQ

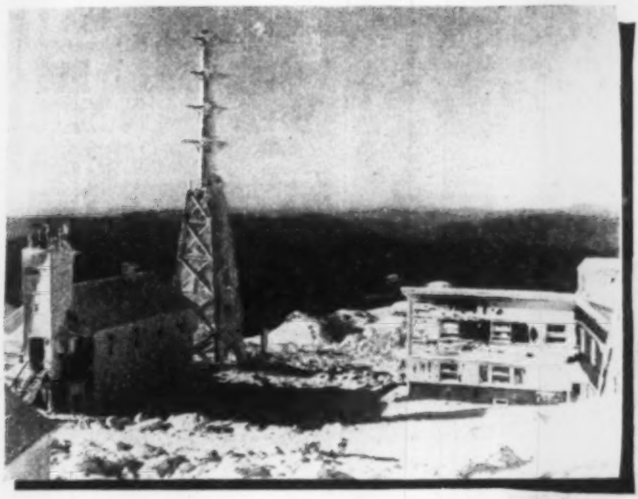
WN

WB

RADIO ENGINEER

Long Islanc

e REL-FM EQUIPMENT



WMTW *(Mt. Washington - Boston). Licensed to the Yankee Network, Inc.*

WGTR *(Paxton-Boston). Licensed to the Yankee Network, Inc.*

REL INSTALLATIONS

W2XMN	50KW	Major Armstrong's Station	(Alpine, N. J.)
WGTR	50KW	Yankee Network	(Boston)
WENA	50KW	Evening News Assoc.	(Detroit)
WMFM	50KW	Milwaukee Journal	(Milwaukee)
WMTW	10KW	Yankee Network	(Mt. Washington, N. H.)
WFIL-FM	10KW	WFIL Broadcasting Co.	(Philadelphia)
WELD	10KW	WBNS Inc.	(Columbus, O.)
WNBF-FM	3 KW	Wylie B. Jones Adv.	(Binghampton, N. Y.)
WHFM	3 KW	Stromberg Carlson Co.	(Rochester, N. Y.)
WHEF	3 KW	WHEC, Inc.	(Rochester, N. Y.)
WQXQ	1 KW	N. Y. Times	(New York City)
WNYE	1 KW	City of New York	(Educational)
WBOE	1 KW	City of Cleveland	(Educational)

WFIL-FM *(Philadelphia). Licensed to WFIL Broadcasting Company.*

RING LABS., INC.

City, N. Y.

Radio On-the-Spot Coverage Takes Long Stride Forward

Army's 299 Transmitter Is Used for Combined Network Broadcast of Landings in France

RAPID, on-the-spot war coverage by radio took a long stride forward last week when the initial announcement from Rome of Allied landings in Southern France was followed immediately by a brief broadcast from aboard a landing craft lying just a few hundred yards off the invasion shore.

The Army's public relations transmitter with the assault forces first contacted headquarters in Rome at 3:35 EWT Tuesday morning. Brief service messages were exchanged in which final plans for the dramatic announcement and broadcast were made.

Transmitter Moved Ashore

At 6:10 a.m. EWT the Army in Rome flashed the news of the landings and switched immediately to the beachhead from which point Correspondent Chester Morrison spoke, representing the combined American networks. The Army transmitter was operated with only a whip antenna, but the signal was picked up in Rome and relayed to New York.

At 11:30 the morning of D-Day, Capt. Frederick O. Wickham, Officer in Charge, moved the transmitter ashore. It was set up in a pine grove near the beach, a temporary double antenna erected in double time, and an hour and a half after the Army radio men first stepped ashore a broadcast began in which Eric Sevareid and Chester Morrison, U. S. network representatives, and Vaughn Thomas of the British Broadcasting Corp., voiced their eyewitness accounts of the invasion. The broadcasts were heard in America with almost perfect clarity.

The Army Public Relations transmitter which was moved in D-Day is a standard Army Signal Corps "299" transmitter, a small, compact, mobile 250-watter. It operates on either code or voice and is now being used for both—press copy is moved on CW and radio material by voice. Throughout D-Day morning and thereafter, the transmitter was sending press copy when not in use for voice.

Overall planning for the radio operation in Southern France was under the direction of Capt. Lawrence G. Hoover, Communications Officer for PRO AFHQ., and Lt. Robert Eckhouse, Radio Officer, PRO AFHQ. Both were in Rome "sweating out" the initial broadcasts from the Riviera.

The general plan for radio coverage of all important Army operations are coordinated by the theater public relations staff with Radio Branch, Bureau of Public Relations, War Dept., Washington. The Radio Branch then coordinates plans with the networks, giving them sufficient advance notice to make practicable broadcasting plans, but at the same time preserving the required security for the operations themselves.

Wire Recording Heard

In addition to the transmitter, portable wire recorders were carried in D-Day by three members of the public relations staff of Allied Force Headquarters for the Mediterranean. They were Lt. Carl Zimmerman, who was program director of WEMP Milwaukee; Lt. Daniel Sutter, former NBC producer; and Corp. Jay McMullen, previously with the **Princeton U.** station of "Gaspipe Network" fame.

Their job was to record graphic descriptions, interviews and impressions of the landing assault and subsequent operations.

A feature recorded by Lt. Zimmerman was used by the *Army Hour* Aug. 20, received by shortwave from Rome. In it Lt. Zimmerman did ad lib interviews with two parachutists who had participated in the assault. The recording was made on a hillside command post inside France just a few moments after the seaborne forces had broken thru to the area held by the airborne units. The participants had just captured 300 Germans.

The wire recorder permitted the interview to take place while scenes and impressions were still vivid in the minds of the parachutists.

This eyewitness coverage, by both direct shortwave and wire recorder, was the culmination of years of effort on the Army's part to speed news of new operations to the soldiers of the home front. With each succeeding campaign the radio reporters have spoken from points closer and closer to the battle front.

RCA Sets Up

First successful broadcasts from Italy came from Naples, when the Allied armies were fighting just a few miles to the north. There a 1 kw transmitter was installed and operating a few days after the Nazis had been driven from the city. Naples was at that time the closest point to the land fighting from which radio men had spoken.

As the situation consolidated in Italy, RCA Communications installed a transmitter in Naples and opened a voice circuit direct to New York. Prior to that time all transmissions from Italy had been relayed through the Army-operated French transmitter in Algiers, a 10 kw shortwave station which had been taken over on Nov. 8, 1942. Before the Naples operation all voice transmissions from the Western Mediterranean had been of necessity restricted to Algiers origination.

A SCRIPT for the Armed Forces Network, the broadcasting service designed to entertain and inform the European invasion forces [BROADCASTING, June 12] gets a last-minute check from (l to r, standing) Sgt. Vick Knight, former producer of the *Army Hour* and previous to that head of radio for Foote, Cone & Belding, and Sgt. Casper S. Kuhn, former NBC announcer known on the air as Dick Dudley. Maj. John S. Hayes (seated), was assistant director of program operations of Mutual, New York, before being called to duty.

After the opening of RCAC in Naples, the Army moved its operation forward, beginning transmission direct from the Anzio beachhead. That continued until the triumphant march into Rome.

In planning for the move into Rome Army radio men developed a means of broadcasting from the Italian capital the day of occupation. It was by use of Signal Corps 299 transmitter, same as the one which was used again last week in the Southern France operation. The transmitter was mounted in a 2½ ton truck, a collapsible antenna constructed for beaming either to Naples or Algiers, a GI generator mounted in a trailer attached to the truck, and the caravan moved off to join the spearhead for the attack toward Rome. With this transmitter radio correspondents broadcast from a hill on the outskirts of Rome a few hours before the city was actually occupied, and from within the city just a few hours later.

The Army transmitter which had been used in Naples first was then moved to Rome to establish a more satisfactory day-to-day circuit with New York via Algiers. Now RCAC is beginning operations in Rome and the Army transmitter is being freed for movement to forward areas where the correspondents speak simultaneously with the guns.

FOR THE SECOND successive year Mutual will present weekly concerts by the Cleveland Symphony Orchestra from WHK during the fall and winter starting Oct. 15 in the Sunday 7-8 p.m. period.

Radio Installations Aid Pacific News

Navy Sets Up Pearl Harbor And Guam Facilities

INSTALLATION of radio facilities to expedite news from the Central Pacific was announced last week by the Navy Dept. Two new studios will be erected, one at Makalapa, Pearl Harbor, using the available RCA facilities, the other at Guam, where a Navy transmitter will form the base of operations for radio coverage.

The Pearl Harbor studio will permit radio correspondents to broadcast the news immediately after it has been received and passed on by the censor at headquarters. The studios will have disc recording equipment and will be prepared at all times to censor and edit film recordings as soon as they are received. Two programs can be fed simultaneously over the RCA facilities.

Available to BBC

The first radio in the Central Pacific designed specifically for the conveyance of combat news, the Guam transmitter can be used for voice broadcast, for filing press copy and for radio picture transmission. Its source of power is a Diesel generator. Facilities will be available to both American and BBC radio correspondents, and network recording teams will be based there. The station also makes possible the immediate broadcast of Marine combat recordings, heretofore flown to the States.

Planes will be provided to fly back on-the-scene accounts of action to be broadcast from the Guam station. The equipment will record film up to 5,000 cycles as compared with the 3,500 cycles used in European operations.

In addition to the two stations, the Navy has agreed to allow live broadcasts to originate from flagships in the center of action, subject to the tactical commander's approval. From the ship's radio, the broadcasts will be shortwaved to Guam and relayed.

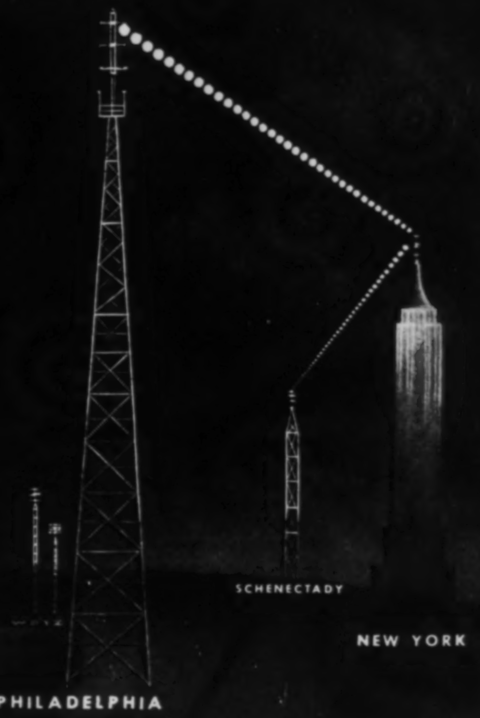
Staffing the Guam radio will be the team that handled the Navy radio coverage of the Normandy landings in June: Lieut. James C. Shattuck, USNR radio officer; Lt. Marvin F. Royston, USNR engineer in charge; Radio Technician 1st Class Charles Chrismon, assisted by other personnel. Lt. Comdr. J. Harrison Hartley, USNR Officer-in-Charge, Radio Section, Navy public relations will supervise installation and the start of operations.

Arrangements for the Pacific news coverage were made two weeks ago by Rear Adm. A. S. Merrill, USN, director of public relations, who made a tour of the area accompanied by Lt. Comdr. Hartley; Comdr. Walter Karig, USNR, officer in charge of the magazine and book section; Comdr. A. J. Bolton, USN (ret.), assistant director of public relations, West Coast; Maj. John H. Dillon, USMC, special assistant to the Secretary of the Navy; Lt. Royston; George W. Healy, OWI; Ray Mackland, *Life* Magazine, representing the Roto-Photo pool.

The First Network!

ANOTHER MILESTONE IN THE PROGRESS OF

TELEVISION



CHAIN television is here! With the recent dedication of the new Philco Relay Transmitter at Mt. Rose, N. J., the first Television Network, linking Philadelphia, New York and Schenectady, is in actual operation today. Now Philadelphians enjoy clear reception of programs from New York through their local Philco television station. Thus the first step has been taken through which millions will eventually witness events that take place thousands of miles away . . . *by television.*

HOW PHILCO RESEARCH SPEEDS THE ADVANCE OF TELEVISION

This first television network is an example of how Philco research is working to establish transmission principles which can extend chain television broadcasting from coast to coast. At the same time, Philco research is improving the clarity, sharpness and detail of the television picture . . . so that future television sets will have the greatest possible sales appeal. Thus in two ways . . . by helping to broaden the market for television, and by designing a more saleable product for that market . . . Philco leads toward the goal of television as tomorrow's "billion dollar industry."

Radio Hall of Fame Orchestra and Chorus.
Tune in Sundays, 6 P. M., E. W. T., Blue Network.

★

BACK THE ATTACK—BUY WAR BONDS

WITH PROGRAMS LIKE THESE, PHILCO TELEVISION STATION WPTZ HAS PIONEERED IN TELEVISION BROADCASTING

Since 1932, Philco has owned and operated its own television station, a rich laboratory of research and experience for television progress.

The Philco station has televised football, boxing, wrestling and other sports as well as news events direct from the scene of action.

Movies, variety acts, dramatic sketches, illustrated news talks and civic programs have been televised from the Philco studios.

PHILCO

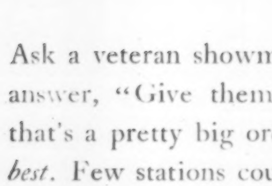
THE OVERWHELMING LEADER IN RADIO FOR 12 STRAIGHT YEARS

"Give them what they want"

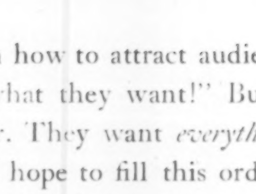
Ask a veteran showman how to attract audiences, and he'll probably answer, "Give them what they want!" But with radio audiences, that's a pretty big order. They want *everything*—and they want the *best*. Few stations could hope to fill this order without help. World Broadcasting gives them that help.

The World Library of electrical transcriptions puts into the hands of stations exactly what the public wants. The four thousand individual selections cover everything needed for balanced program-building. This basic library is constantly kept fresh by the addition of fifty or more new selections each month.

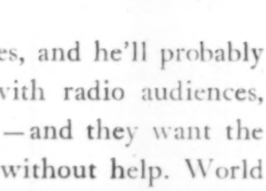
But variety is only the *first* requirement. Radio listeners want to hear the artists and orchestras they have voted tops. So World gives them such talent as Jimmy Dorsey, The Andrews Sisters, Duke



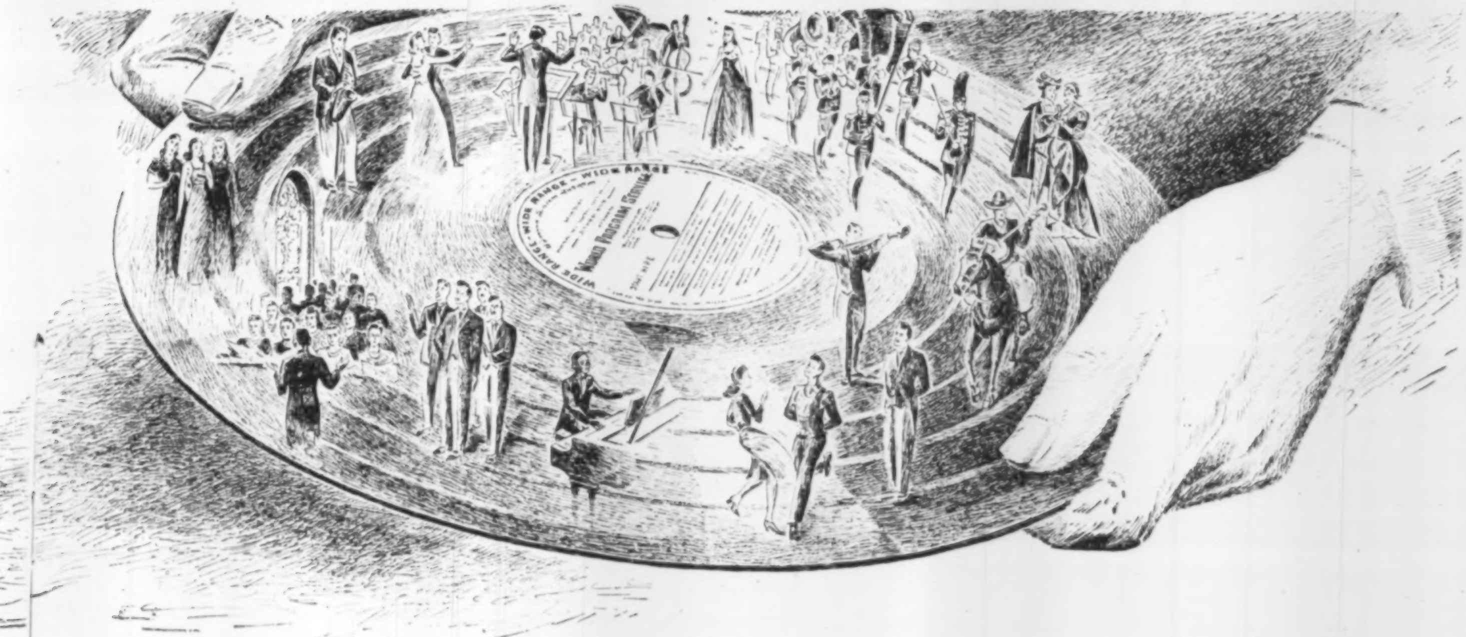
First, Western Electric Vertical Recording System—the most advanced equipment and recording technique—is used to produce the World wax master.



Then, the quality of the original recording is captured in metal by "sputtering" a gold surface only 2 one-millionths of an inch thick on the wax master.



Finally, each disc is molded in fine grained, flexible, moisture proof Vinylite, resulting in high fidelity, elimination of background noise, and long wear.



. . . A LARGE ORDER!

Ellington, Dorothy Lamour, Kenny Baker, Woody Herman—and scores of others with tremendous followings. In World's own studios, these stars have every advantage of sympathetic direction and the world's finest technical facilities.

World takes over a further part of the program manager's burden with the Continuity Service. This consists of seventy-eight complete continuities each week, in quarter- and half-hour periods. Written by World's staff of experts, these shows make first-class sustaining or sponsored programs.

The high fidelity of World recordings is famous among radio men. In a recent poll, a large majority of radio engineers voted the World Vertical-Cut Wide-Range transcriptions *the highest quality reproduction*.

* * *

For a detailed explanation of World services, write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22. New York.

Transcription Headquarters

WORLD BROADCASTING
SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK . CHICAGO . HOLLYWOOD . WASHINGTON

THE BLUE BEETLE

THRILLING DRAMA
OF THE
AVENGING GANG SMASHER

TWICE A WEEK--15 MINUTE
TRANSCRIBED RADIO PROGRAM

THE BLUE BEETLE

MERCHANDISING

1. Free promotion and publicity in Fox Comic Group Magazines with net paid circulation of 1,800,000.
2. Press releases—mats for newspaper ads, etc.
3. Tie-in with exclusive 16 page give-away booklet "Radio Comics."
4. Big time promotion ideas for listening audience.
5. Free distribution of truck banners, display cards, window and counter cards.

SEE HARRY S. GOODMAN
AT N. A. B. CONVENTION
HEADQUARTERS AT PALMER HOUSE

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

Merchandising & Promotion

Baker Brochure—Trade Deal—Tele Book
Tasty Promotion—Food Talks

A BROCHURE entitled *Men With Plans*, presented by Chapman & Smith Co., Chicago bakery supply house, inviting retail bakers all over the country to partake in a localized advertising and marketing program designed to help bakers retain the bulk of their wartime sales, describes a full year's product and sales promotion plan stressing the use of local radio station spots and newspaper ads. Campaign, to start in September, will be made available to retail bakers in three four-month units. A booklet presenting a specific product and sales plan will be sent out each month. John P. Garrow, vice-president and director of sales for Chapman & Smith, is the author of the plan. MacDonald-Cook Co., Chicago, is the agency.

* * *

Trade Deal

NORMAN DRAPER, public relations director of American Meat Institute, Chicago, is in Hollywood supervising details of trade deal involving United Artists film, "Abroad with Two Yanks", starring William Bendix, who is also featured in weekly Blue program, *The Life of Riley*. American Meat Institute sponsors the radio series. Motion picture trailer will carry credit lines advertising program, network and broadcast time. Promotion for the film will be inserted in forthcoming broadcasts.

* * *

Promotion Kit

TO ASSIST the more than 500 stations which have scheduled *Something for the Girls*, all-star Wave recruiting transcription series produced by the Navy for a mid-summer campaign begun in July [BROADCASTING, July 3], the Navy distributed press books including complete stories on each program, mats, thumbnail descriptions of programs and stars, newspaper ads, instruction sheets and provision for glossy photos.

* * *

Flour Promotion

BRIEF HISTORY of durum wheat produced in the United States and how Pillsbury, now celebrating its 75th anniversary year, through the enterprise of John S. Pillsbury, chairman of the board of directors, pioneered in finding an American market for durum wheat and its products, is told in a booklet titled *From Wheat Field to Macaroni Products*, published by Pillsbury Flour Mills Co., Minneapolis.

* * *

Grey Tele Book

GREY ADV., New York, to show its interest in television as an advertising medium, is distributing to prospective clients, station managers, and other radio executives *Television Grey Matter*, a monthly four-page bulletin showing how video is affecting advertising and merchandising. Booklet is edited by Stanley Graham, director of publications.

Tasty Promotion

SAMPLE jar of Ma Johnson's wild plum jelly along with a promotion letter boosting the farm family of Johnsons has been sent out by WBT Charlotte, from which station the Johnsons broadcast. The letter closes with "May a taste of the Carolina wild plum jelly forever remind you that Carolina radio tastes are just as different. Ask us . . . to tell you more about them."

* * *

WMCA Map

WMCA New York, in a brochure featuring a coverage map, includes data on population, number of families, telephone homes, passenger cars and annual retail sales, with the latter broken down according to various industry groups including drugs, food and "eating and drinking places." Map also indicates those cities and towns in the East where daily newspapers carry WMCA program scheduels.

* * *

WBIG Chart

IN HONOR of the forthcoming political campaign, WBIG Greensboro, N. C., has issued a wall chart picturing past U. S. presidents and the present candidates, together with their biographies. Tabulation of past electoral votes is given, with resumes of both party platforms. Top of the chart is a picture of the White House, with an unfurled American flag in a montage effect, held by Columbia.

* * *

Video Brochure

HOW television tears a picture into 350,000 parts at the transmitter and puts them back together again at the receiver is told in words understandable to the non-scientific reader in a brochure, "The Story of Electronic Television," published by Farnsworth Television & Radio Corp. Booklet is illustrated with full-color photographs, drawings and diagrams.

* * *

KNX Booklet

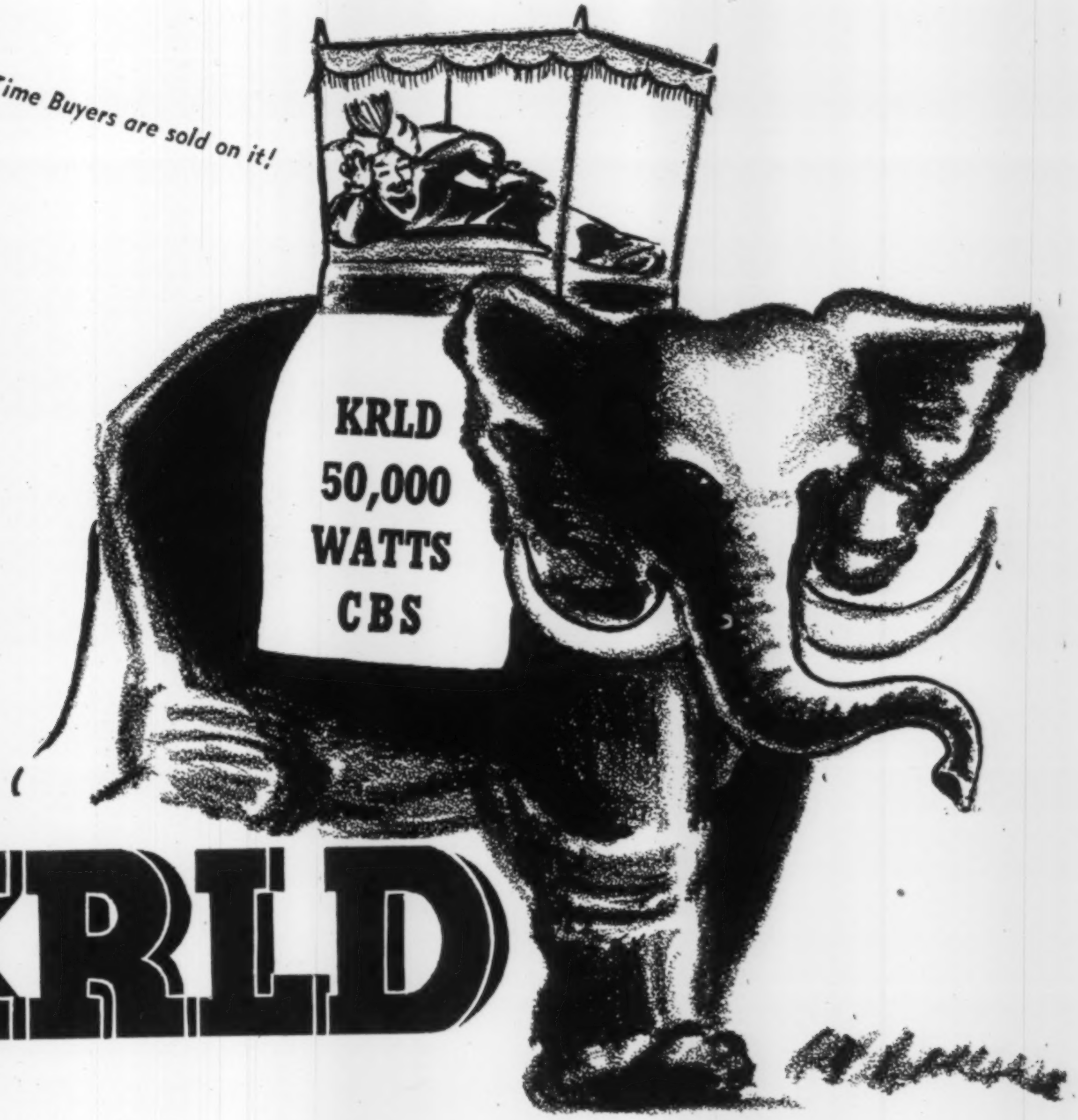
DESIGNED to show that KNX Oakland will sell goods at any hour in Southern California, the station has issued a promotion piece in booklet form titled "Everybody Here Sees Kelley", which is the story of how one R. L. Kelley of Los Angeles, dealer in used cars, profited by using midnight and early morning hours on KNX to catch the swing shifters.

* * *

Food Talks

TEXT of Elizabeth J. Odames' talk during a panel discussion at the War Food Conference of the New York State Food Merchants Assn., Saratoga Springs, N. Y., Aug. 6-9, has been distributed by WIBX Utica. Miss Odames is a home economist, whose *Household Chats* program is heard Mondays, Wednesdays and Fridays on WIBX.

* *Time Buyers are sold on it!*


KRLD
50,000
WATTS
CBS

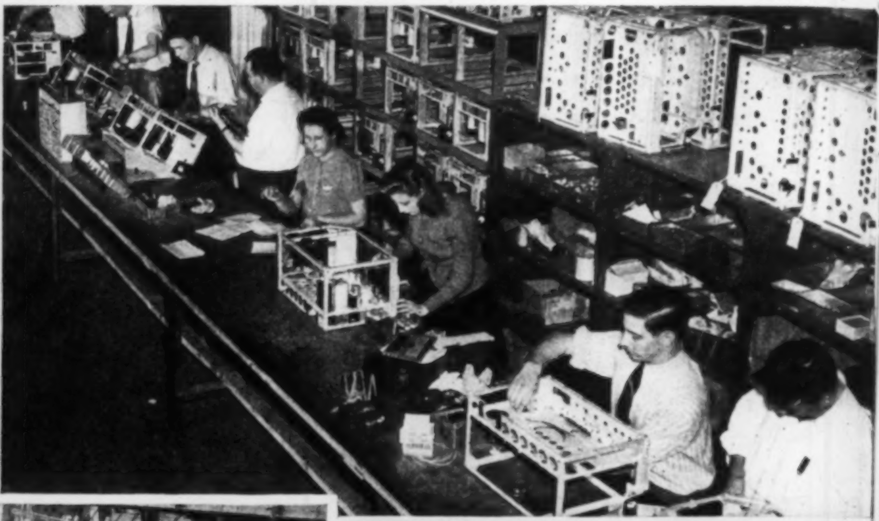
KRLD

does a BIG JOB in Texas!

50 KW **KRLD** 1080 KC

THE TIMES HERALD STATION, DALLAS
Represented by the Branham Co.

BALTIMORE: A G
ELECTRONICS AND COMM



BIG NAMES IN COMMUNICATIONS: WESTINGHOUSE, BENDIX, LOCKE INSULATOR, WESTERN ELECTRIC--ALL HAVE PLANTS IN BALTIMORE

Today these plants are engaged in vital and, in some cases, highly secret war work. But the very same type of operations can produce eagerly awaited peace time articles with practically no "time out" for conversion. When you enjoy television, frequency modulation, radar, electronics after the war, chances are that part or all of the equipment that contributes to your pleasure will be made in Baltimore.

XUM

GREAT CENTER OF THE MUNICATIONS INDUSTRY

You can't talk about life in post-war America without referring to radio, radar, electronics, frequency modulation, television, improved telephone and telegraph service and all the other wonders of electronics and communications.

And, in Baltimore, communications is represented by the factories and research laboratories of the leaders of the industry!

The growth of this new industry in Baltimore is typical of what is happening in more than 100 different industrial classifications in Baltimore—the fastest growing big city in the East. The present boom is simply continuing and accelerating the trend of the last 25 years—a steady growth, an expansion in industrial output, in wage earners and in payrolls. Baltimore's great diversification of industry insures continued progress. Now, and in the peace to come, Baltimore is one of America's great markets—and Baltimore's number one advertising medium is WBAL.

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S
GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

Beyond Victory

RADIO GOES to its third annual meeting in wartime; its 22nd since the organization of the NAB. All signs are that it will be the last *war* conference and that when broadcasters foregather again in 1945, victory will have been ours with the reconversion well under way.

That's why this meeting is transcendental. The agenda can't be trimmed to a single issue or to a group of related ones. Of topmost importance is how radio, in this home stretch toward victory, can contribute most by shortening the war a month, a day, an hour; by saving a life or helping avert a casualty. That, radio is poised to do.

Then broadcasters must peer beyond victory. There's FM and television and facsimile. There's the bid for business on a normal plane—when advertisers aren't spending institutionally. There's the regulatory tug-of-war which will be intensified in the new peacetime economy.

The pressure groups haven't waited for hostilities abroad to cease. They've already begun firing. Jimmy Petrillo had his campaign strategy all worked out by trying to invoke in wartime his private WPA for relief of nonexistent unemployment. CIO has unveiled its all-front campaign to cudgel radio into giving or selling time to labor unions and will ring station doorbells from now on demanding time to answer almost anybody on anything.

The broadcaster must deal in fundamentals. The basic ingredient with which he works is his franchise—his assignment in the ether. That assignment is dictated by the Congress, for it is the licensing authority. It can't burden itself with details of allocation and regulation, so it delegates that authority to an independent agency—the FCC.

Both of these fundamentals—allocation and legislation—are ahead. The FCC has called an all-encompassing allocations hearing Sept. 28. The State Dept., looking toward the imminent ending of the war, has begun its own preparatory sessions for world conferences. The second fundamental—new legislation—is ever-present. The latest expression is from Chairman Lea of the House committees charged with radio, in his article in this issue. He calls for revision of the existing law (see page 42).

On allocations for new services, there are undercurrents and travail. Much is being withheld about technical developments—because of war restrictions. Yet a sound allocation can't be projected without that knowledge. How FM and television should be accommodated in the ultra-high spectrum, and how much properly should be allotted each, requires full information as to the needs of other services, including Government departments.

The FCC wisely has called the allocations hearing. It has the responsibility under the law to devise the allocations. It is seeking information from every service and source to enable it better to reappraise the entire spectrum and determine the needs of non-governmental services. Broadcast services will be given a full hearing. But they are shooting in the dark because of the rigid restrictions placed upon wartime developments by the military.

The NAB agenda covers these postwar broadcast operations. All of them—FM, television and facsimile—are the heritage of the standard broadcaster. He is best equipped by experience, background, public service and know-how, to do the job. He knows the hazards, too.

A new law is the umbrella under which postwar radio can develop and thrive and continue to give to the American people the world's best broadcast service. All these problems can be met under a good statute—the kind Chairman Lea bespeaks.

The time to start the ball rolling is this week in Chicago.

Can Radio Sell Radio?

THERE IS something new under the sun. Enterprising Arden X. Pangborn, manager of KGW Portland, has launched a 13-week spot announcement campaign over WQXR New York and its FM affiliate WQXQ to acquaint sponsors, timebuyers and an exclusive eastern audience with the station and the Pacific Northwest area it serves.

The idea is new for radio, but not for other media. Newspapers advertise in other newspapers for the same business objectives. The experiment will be watched by others in the advertising field.

Radio sells everything from peanuts to politics. Then why can't it sell radio?

CIO's Heat Wave

RADIO has come to grips with the greatest pressure campaign in its short but turbulent history—against its own Code of Ethics.

CIO is forcing the issue. It has brought license renewal proceedings against WHKC Columbus, because the station edited its radio scripts, refusing to permit a labor spokesman to attack political candidates for public office. But that is only a test—the CIO goal is to "obliterate" the NAB Code and to force stations to carry its "educational" programs or face the alternative of revocation proceedings.

It is obvious, too, that this is only one facet of the all-out CIO campaign to toss about its political weight. The *Radio Handbook* of the Political Action Committee made that evident. Unions were told to shout to the high heavens in their quest for free radio time and report to Chairman Fly when stations refuse.

The NAB code inveighs against sale of time for controversial issues or for membership causes. That provision of the code largely was drafted to curb the Coughlins. It is a valid tenet of self-regulation.

But the code is not frozen. It can be changed by majority vote of the NAB's membership. If events indicate the desirability of change, the NAB membership can act. The opportunity is presented at the Executives War Conference this week.

The WHKC proceedings laid bare the CIO quest. It wants the Commission to force stations to carry CIO answers to programs sponsored by manufacturers where anything smacking of a labor issue is involved.

Since the Commission has no censorship power and proposes to assume none (according to its own statements), it seems to us CIO has gone to the wrong forum.

Our Respects To —

JAMES HALE STEINMAN

THROUGHOUT the wartime emergency, the Government has drawn heavily on radio and newspaper executives to fill key posts. The latest is James Hale Steinman of Lancaster, Pa., named Director of the Printing & Publishing Division, War Production Board, succeeding Arthur R. Treanor who resigned Aug. 5 to return to Saginaw, Mich., as vice-president of the Booth Newspapers.

Rated as one of the country's top newspaper and radio executives, Col. Steinman is head of the stations of the Mason Dixon Radio Group and the Lancaster Newspapers Inc., publishers of the Lancaster *New Era*, *Intelligencer-Journal* and *Sunday News*. In both enterprises he is 50% owner with his brother, John F. Steinman, holding the other 50%.

Three generations ago the Steinman brothers' grandfather was born in Lancaster in 1789, during Washington's first term as President. Their father, the late Andrew Jackson Steinman, was a native of Lancaster and the two boys also were born there—James Hale on Oct. 22, 1886, and John F. on Aug. 21, 1884.

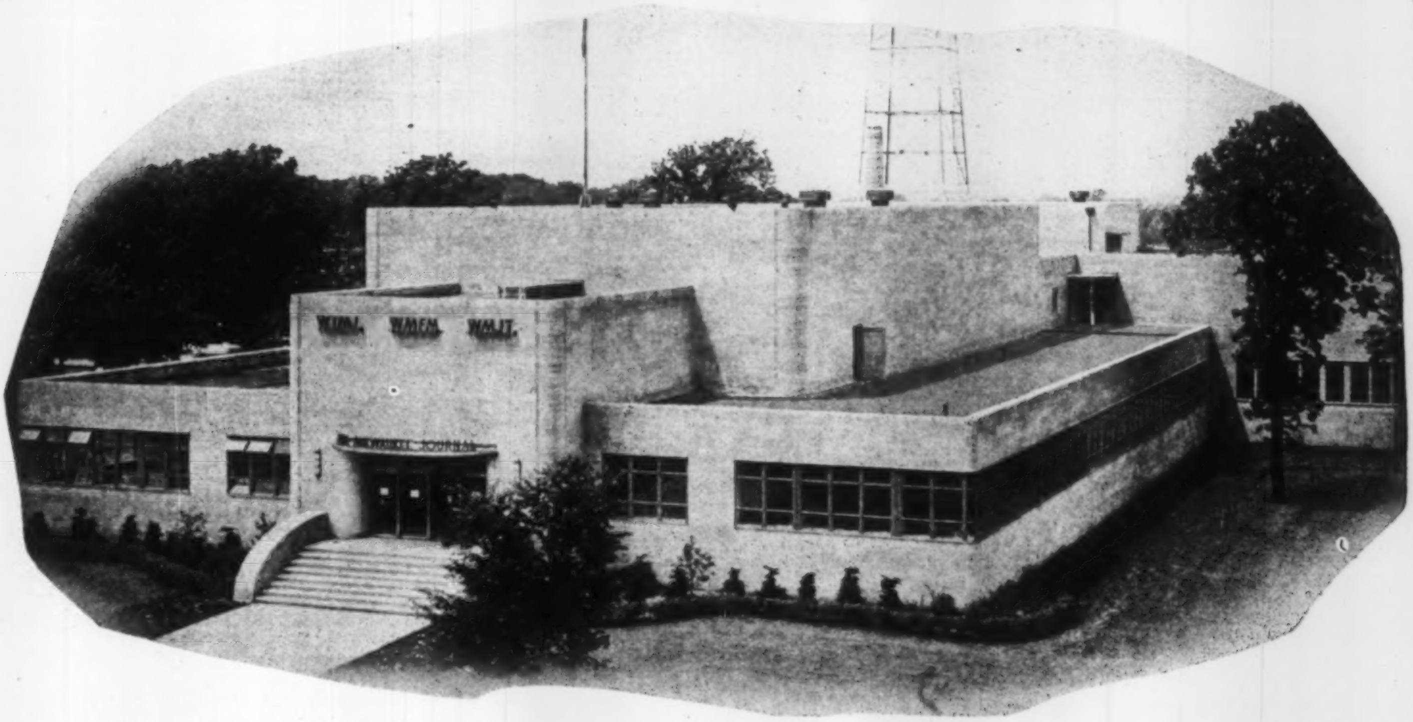
Andrew Jackson Steinman was in the iron business and a prominent lawyer, but in 1866 he was persuaded by his friends to take over operation of the *Daily Intelligencer*. At his death in 1917 his property went to his two sons and in 1921 they bought the interest of Charles Steinman Foltz, who had been their father's partner.

Hale studied to be a lawyer. He was graduated with an A.B. degree from Yale in 1908, in the same class with J. Harold Ryan, president of the NAB. Col. Steinman received his LL.B. from the U. of Pennsylvania in 1911. He was admitted to the Pennsylvania Bar soon after graduation, but he confesses that his prime interests were centered in journalism. That's why he rolled up his sleeves and went to work on the *Intelligencer*, which on June 17 was 150 years old.

Early in the First World War, Hale enlisted and subsequently served as assistant adjutant, division adjutant and lieutenant colonel, his rank at retirement. Col. Steinman was in France from July 1918 until August 1919. In 1922 he married Louise McClure Tinsley of Baltimore.

Meanwhile the world was hearing about "wireless" and the Steinman brothers decided they should do something to better serve their readers and community. In 1923 they started a 25 w station as the Voice of the *Intelligencer*. John Hale and John F. took turns at the microphone. They interspersed wisecracks, markets

(*Continued on page 108*)



Two Great Stations with One Single Purpose

. . . SERVING THE PEOPLE OF MILWAUKEE

WTMJ, The Milwaukee Journal Station, and WMFM, The Milwaukee Journal FM Station are different in many ways. They are programmed entirely separately and run independently. But both stations have one common denominator . . . serving the people of Wisconsin.

On the air since 1927*, WTMJ is unquestionably Wisconsin's number one radio station. It delivers a lion's share of the audience morning, noon and night. Its programming to local tastes, its dial position (620), its outstanding local and NBC network personalities, all contribute to WTMJ's overwhelming popularity.

WMFM, The Milwaukee Journal FM Station, is the first FM station to be built west of the Alleghenies. Its four years of pioneering, of keen programming, have produced a schedule that is an integral part of the lives of thousands of Milwaukee and Wisconsin families.

As soon as equipment is available, WMJT, The Milwaukee Journal television station, will take to the air to add another link to the radio services of The Milwaukee Journal radio stations.

When planning your Wisconsn radio programs, remember the call letters of WMFM and WTMJ . . . keys to success to Wisconsin.

THE MILWAUKEE JOURNAL STATIONS

WMFM
WTMJ
WMJT

**The Journal Company's Radio Service to Wisconsin People Began in 1922*

"this . . . is MUTUAL"

More than a network signature . . . more than an engineer's cue . . . *"this . . . is MUTUAL"* . . . has come to mean exciting progress in programming for millions of listeners, profitably delivered by the largest number of stations ever affiliated with one network.

Here is an abbreviated cross-section of Mutual programming today:

news

GABRIEL HEATTER, top-rated commentator, heard six nights a week.

WORLD'S FRONT PAGE, with 850 world correspondents on daily call.

FULTON LEWIS, JR., most widely sponsored of all news analysts.

CECIL BROWN, veteran of many years' observation of overseas action.

CEDRIC FOSTER, and other aces on the largest news roster in radio.

quiz

DOUBLE OR NOTHING, perennial favorite of listening millions.

SKYRIDERS, novelty show for military personnel and the folks at home.

QUICK AS A FLASH, fastest-paced program on the airwaves today.

STOP THAT VILLAIN, uncorking a bright, new idea in quiz shows.

WHAT'S THE NAME OF THAT SONG? hilarious and nostalgic.

drama

THE SHADOW, most popular daytime show in radio, year after year.

WALTER HAMPDEN, veteran stage star in his first radio series.

YOU CAN'T TAKE IT WITH YOU, adapted from the great hit.

FIRST NIGHTER, presenting "The Little Theater off Times Square".

SHERLOCK HOLMES, the master-detective solves new mysteries.

BULLDOG DRUMMOND, another ageless character comes to life.

kid shows

SUPERMAN, super-enthralling the nation's young five nights a week.

TOM MIX, rides to new, straight-shooting conquests of all juveniles.

CHICK CARTER, protege of the immortal Nick, glues kids to the dial.

SAFETY LEGION, Colleen Moore's popular safety stories and songs.

plus

BOXING, from ringside seats in Madison Square Garden Friday nights.

GOOD WILL HOUR, radio's oldest program of friendly counsel.

JANE COWL, intimate daytime chats with the stage's first lady.

SCREEN TEST, unprecedented talent hunt by a top Hollywood studio.

AMERICAN WOMAN'S JURY, a women's panel rules on women's problems.

MEDIATION BOARD, featuring the original A. L. Alexander as conductor.

TANGEE VARIETIES, Sammy Kaye for music, Mahoney and Winchell for fun.

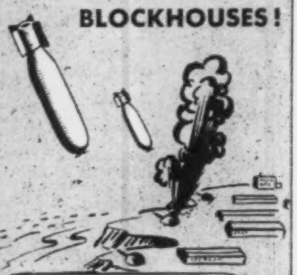
WORLD'S SERIES, in its sixth annual one-network triumph for MUTUAL.

You can't compress all that Mutual offers into the space available here. So we close this tabulation with the simple statement that Mutual stations, Mutual listeners . . . and Mutual advertisers are happily in accord—they all approve our progress in programming.

We plan to perpetuate that approval.

THIS IS MUTUAL

IT TAKES a 2 TON Block Buster to smash enemy BLOCKHOUSES!



IT TAKES A 50,000 watt station to sell the Denver market and the Mountain and Plain States Region.

KOA is the famous NBC Station in Denver and the only station with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER KOA 50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC America's No. 1 Network

Our Respects to

(*Continued from page 104*)

and news with recordings.

"We didn't know what to do with a radio station, so we finally sold it," remarked Col. Steinman. Then followed radio's meteoric development and the Steinman brothers concluded they had made a mistake in letting their 25-watter go.

In 1929 they returned to radio when they established WGAL Lancaster, in what was the beginning of the Mason Dixon group. Two years later they bought, for $24,000, a struggling small outlet in Wilmington, Del., WILM. They planned to move it to Lancaster but the Federal Radio Commission wouldn't approve. So the Steinman brothers found themselves with stations in two communities, as well as their newspapers.

"We spent another $24,000 trying to make something out of WILM and finally concluded the only way to get back our investment was to buy the opposition," said Col. Steinman. They acquired WDEL also, in 1931. Wilmington didn't need two stations at the time, they thought, so they broadcast half the time with one station in Wilmington and half the time in Hazelton, Pa.

In March 1932 they built WORK York, Pa., and in December the same year they acquired the full-time WAZL Hazleton. Early in 1936 they bought a small outlet in Lancaster and moved it to Easton as WEST. Three years later the Steinman brothers acquired WKBO Harrisburg from the *Harrisburg Telegraph* and only a few weeks ago they bought a minority interest in WRAW Reading, Pa., [BROADCASTING, Aug. 21].

District Operations

When they started WGAL the Steinman brothers transferred Clair R. McCullough, who had been with the Steinman family in the newspaper field since 1915, to their radio interests. He is executive vice-president of each station and general manager of the Mason Dixon group.

Under the FCC duopoly rule the Steinmans had to dispose of WILM. They have sold two-thirds interest to the *Chester* (Pa.) *Times*, subject to FCC approval. Plans are to move WILM to Chester. In the meantime the Steinman brothers had built it from a struggling station to a thriving outlet.

In all their operations the Steinman brothers never have associated their newspaper and radio interests, believing each has a distinct field. Their newspapers and stations are operated as two entirely separate enterprises. They have always insisted that each station do a highly localized job and to that end the Mason Dixon outlets have gained nationwide reputations for public service.

In addition to their newspaper and radio interests the Steinman brothers own the Steinman Coal Corp. Col. Steinman also is director of the Hamilton Watch Co. Of all his business enterprises, he likes radio because, he said, "radio, as the newspaper, deals with human interests and the public". In the newspaper field he learned journalism. In radio he has learned a new type of journalism.

JOHN F. STEINMAN

"Newspapers and radio go hand in hand," philosophized Col. Steinman. "Newspapers are informative, educational and entertaining. So is radio. Both deal with the public."

Civic Activities

Mr. and Mrs. Steinman live with their three daughters, Louis Tinsley, Caroline Morgan Hale and Beverly Randolph, in a country home on Marietta Pike, just outside of Lancaster. They have leased a house in Washington, however, and plan to move to the capital in the fall for the duration.

When Col. Steinman isn't looking after his business interests and family he takes time out for horseback riding, duck shooting and bird hunting. He has six riding horses.

His interest in civic affairs is more than passing. He's a member of the Pennsylvania State Planning Board, is chairman of the Lancaster County Defense Council and commander of the Citizens Defense Corps. He is a member of the Society of Colonial Wars and the Pennsylvania Sons of the Revolution.

Col. Steinman maintains membership in the Lancaster Bar Assn. His fraternity is Psi Upsilon and his clubs include Yale, Racquet and Hamilton. He is president of the latter.

Zenith Preparing

ENGINEERING has been almost completed on post-war radio models for civilian use and the company has not encountered any reconversion problem, Comdr. E. F. McDonald, Jr., president of Zenith Radio Corp., said in a statement to stockholders last week. He added that production on the new models can be started in 60 days if materials are made available.

Personal NOTES

STEPHEN A. VETTER has left his post as general manager of WFTL Fort Lauderdale-Miami, Fla. Charles Smithgall, general manager of WAGA Atlanta, also in the Fort Industry group, temporarily is supervising operations.

WILLIAM B. YODER, assistant to the treasurer of the Philco Corp., Philadelphia, has been named controller of the company. Mr. Yoder was associated with Mathieson, Aitken & Co., Philadelphia public accountants, from 1929 to 1942 when he joined Philco.

HUGH KENDALL BOICE, vice-president in charge of sales of WQXR New York, is heading radio promotion for the Travelers Aid Society of New York in its current fund drive.

MRS. L. R. UPHAM of Minneapolis has been elected president of the Minnesota Radio Council which now has a representative membershp of nearly 300,000.

LT. COL. KEN R. DYKE, former director of advertising and promotion of NBC, now is on duty in New Guinea as information and education officer, U. S. Army Forces in the Far East. Among other activities is the SWPA "Jungle Network," comprising stations in the area.

LT. THOMAS P. LITTLEPAGE Jr., on active duty in the Navy since November 1942, on Aug. 21 was honorably discharged at his own request and has returned to active radio legal practice with the law firm of Littlepage & Littlepage, Washington, in which he is a partner. An aviation volunteer specialist, Lt. Littlepage served in the Navy Bureau of Ships, Radio Division, Design Section, Airborne Radio & Radar.

FRANK FLYNN, salesman of KMYR Denver, and Jeanette Gross, of the station's traffic department, recently were married.

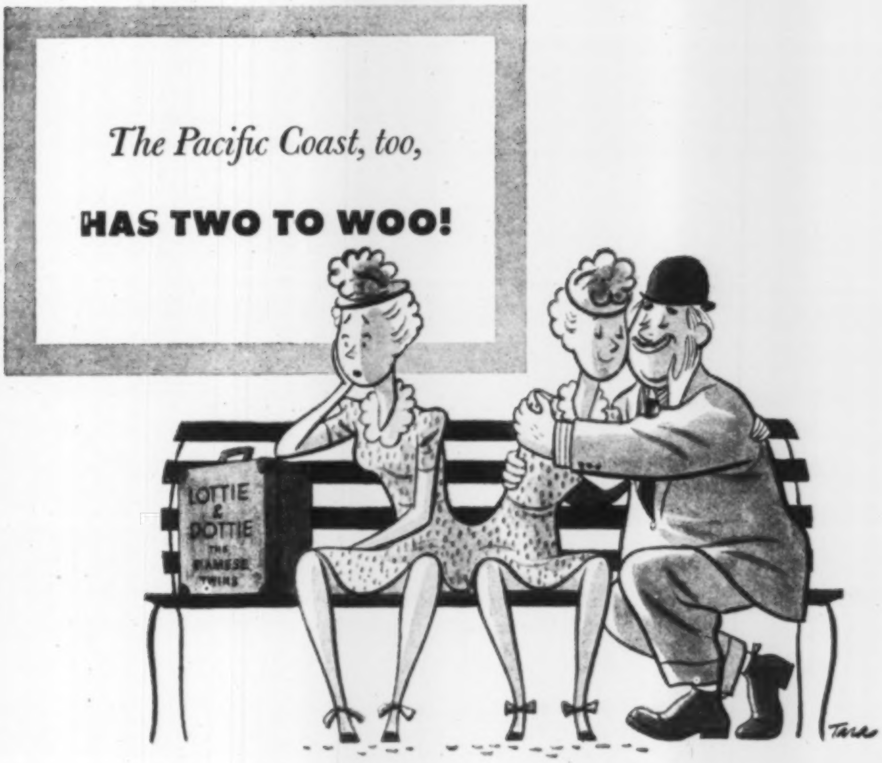
EVERETT PARKER, assistant manager of NBC's public service department, has been appointed by the Board of Missions of the Congregational Chirstian Churches, New York, to head a projected radio committee set up to work for the improvement of religious broadcasting. He will assume his new post Oct. 1.

ALLEN B. DuMONT, president, Allen B. DuMont Labs., Passaic, N. J., on Aug. 20 received from the Rensselaer Polytechnic Institute the honorary degree of Doctor of Engineering, with a citation for his achievements in the science and art of television and in the development of the cathode-ray tube. Occasion was the 120th commencement ceremony of the Institute, of which Mr. DuMont is a graduate.

COMDR. F. O. WILLENBUCHER, chief of the Special Studies Section, Plans Division, Office of the Director of Naval Communications, last week passed the District of Columbia bar after having taken a competitive examination. He has been a member of the New York bar since 1934.

EDGAR KOBAK, executive vice-president of the Blue Network, following the NAB convention in Chicago, will leave on an extensive trip of the South and Southwest, returning around Sept. 13. Present plans call for visits to Blue affiliates and clients in St. Louis, Fort Worth, Dallas, New Orleans and Atlanta.

KEMPLER WILKENS, WOWO-WGL Fort Wayne salesman, is the father of a boy.



The Pacific Coast is divided in half, and to successfully woo both halves with radio, you have to use the Don Lee Network. For half the retail sales are made OUTSIDE the counties containing Los Angeles, San Francisco, Oakland, Portland and Seattle, and only Don Lee completely covers this OUTSIDE HALF.

Most markets in the "outside half" are surrounded by mountains, and long-range broadcasting won't work. But Don Lee, *with 36 local stations*, broadcasts from within each of these mountain-surrounded markets. A special Hooper survey (276,019 calls in 33 cities) showed 60 to 100% of the listeners in many of these "outside" markets are tuned to Don Lee stations.

Here's some interesting "inside" information: When Jack Benny added a Don Lee release recently, he got a higher Hooper rating on Don Lee than on Network A, the network he's been on for years. Point Sublime's Hooper rating jumped from 8.9 to 12.4 since switching to Don Lee from Network B. When Lowell Thomas changed from Network C to Don Lee, he got a higher Hooper *in 3 weeks.*

If you want to woo and win both halves of the Pacific Coast, BUY DON LEE!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

THE RADIO PICTURE IN
TORONTO
HAS CHANGED *

***Increased Power (Effective September 1st 5000 Watts):** Increased signal strength and coverage will give an additional 100,000 radio homes in Canada's largest and wealthiest buying area.

***Listener Promotion:** Effective station promotion in Toronto and district . . . newspaper ads, street car cards, signs . . . mike promotion . . . attracting attention to finer block programming and creating more regular CJBC listeners.

***Dominion Network:** The KEY STATION offering you the facilities of numerous studios, originating the majority of programmes heard on the Dominion Network throughout Canada.

***Blue Network:** "The Best From the Blue" both sponsored and sustaining—America's aggressive network leaders.

***News:** Prompt, accurate and impartial from the CBC newsroom . . . CP and BUP plus our overseas units. Also news and features from BBC and U. S. network reporters.

***NBC Features:** Including such programmes as Bob Hope, Information Please, the Ronald Colman Show, Frank Morgan, Serenade to America and many others.

CJBC COMMERCIAL DEPT.
55 York St., Toronto, Canada

CBC RADIO CANADA

CJBC
1010

JOE SMOCK, former assistant advertising manager of the *Times Recorder, Zanesville Signal, Zanesville Sunday Times Signal*, Zanesville, O. has joined the sales department of WWVA Wheeling, W. Va.

WILTON E. HALL, owner of WAIM Anderson, S.C. and publisher of the Anderson *Independent* and *Daily Mail*, has been elected to professional membership in Sigma Delta Chi, professional journalism fraternity, upon recommendation of the Henry W. Grady chapter, U. of Georgia.

JOHN SALT, North American director of the BBC, returned to his desk last week, having recovered from a serious illness.

DAVE ROBERTS, released by the Coast Guard and formerly with KGFW Kearney, Neb., has been added to the sales department of KVAK Atchison, Kans.

SHELTON EARP, former assistant manager of KROY Sacramento, Cal., has joined KECA Los Angeles, as account executive.

MILTON OTTE, formerly on the sales staff of F. S. Moseley Co., Chicago, has joined the sales staff of WJJD Chicago.

LT. M. K. VICKERY, USNR, in civilian life president and general manager of WMSL Decatur, Ala., returned home on leave last week and visited the station. Lt. Vickery has been in the Navy since the spring of 1942, serving in the South Pacific.

Stewart Leaves KCMO

JACK STEWART, general manager of KCMO Kansas City for five years, last week announced his resignation. He has not disclosed his future plans. Mr. Stewart, who joined KCMO on Aug. 8, 1939, previously had been national sales manager of WFIL Philadelphia, and prior to that had been manager of WCAE Pittsburgh, WFBR Baltimore, and WCAO Baltimore. Tom L. Evans, president of KCMO and of the Crown Drug Co., has not announced Mr. Stewart's successor.

Joseph Mansfield

JOSEPM (Joe) MANSFIELD, 23, announcer of WNBC Hartford, died of a heart attack late last month. Prior to his position with WNBC, he was an announcer-engineer of WBTA Batavia, N. Y., following his attendance at Clarkson College of Technology and the Blue Network's Announcers School. He is survived by his parents and a sister, living in West Hempstead, L. I.

Announcers' Fight

SAM BROWN, announcer of WINX Washington, last week was arrested and held for $1,000 bond on a charge of striking a fellow employe, Tony Wakeman, sportscaster, with the leg of a piano stool while the latter was on the air. Reportedly Mr. Brown "scooped" Mr. Wakefield by broadcasting race track results traditionally handled by the sportscaster, who showed his objection, it is said, by slapping the announcer just before the end of the program. Mr. Brown is then said to have returned the blow during Mr. Wakeman's sports program. Mr. Wakeman was taken to Emergency Hospital where ten sitiches were taken in his head wound. Hearing against Mr. Brown is scheduled Sept. 7.

BEHIND the MIKE

W. W. CHAPLIN, NBC correspondent who returned earlier this month from assignment in Normandy, beginning Aug. 28 takes over the *World News Round-up* on NBC Monday through Saturday, 8 a.m. Elmer Peterson, who has been handling the series, has been transferred to the West Coast, in line with expansion of NBC's offices there to handle anticipated increase in the volume of Pacific area news [BROADCASTING, Aug. 7]. Mr. Peterson will work out of KPO, NBC's San Francisco office.

MAJ. MEL WILLIAMSON, former chief of the West Coast office, radio branch, Bureau of Public Relations, War Dept., and now on terminal leave until Oct. 25, is to return to civilian radio production.

HENRY ORBACH, in charge of the KGO San Francisco news bureau, has been appointed Blue western division news and special events director effective Sept. 1. He replaces John C. Robb, resigned.

BOB HIESTAND, production manager of KFI Los Angeles, is the father of a boy.

JANE GLENN, of the CBS Hollywood publicity department, has been shifted to New York and assigned to the network fashion editor staff.

PAUL HUEBNER, released from the Marines, has joined KWG Stockton, Cal., as announcer. Connie Slater has been added as station traffic manager.

JOHN BOYLAN, former producer of Don Lee Broadcasting System, Hollywood, has joined the publicity department of Paramount Pictures as assistant to Martin Lewis, in charge of radio.

LOUISE BOOSE, formerly of WHK Cleveland, has joined the publicity department of KHJ Hollywood, succeeding Helene Himburg, resigned.

LOWELL SMITH, announcer of KFWB Hollywood, and Nancy Deshon, secretary to the KFWB program director, were to be married in San Bernardino Aug. 26. Mr. Smith is resigning his station post to become program director of Allied Adv. Agencies, San Francisco, on Oct. 1.

CHARLES GRANVILLE, former chief announcer of KFMB San Diego, Cal., has joined KFAC Los Angeles as announcer. Jack Ellsworth of Miami has also joined KFAC.

WLW Promotions

THREE promotions are announced by WLW Cincinnati. Edward G. Feinthel, formerly in charge of WLW copy production, has been appointed assistant sales promotion manager. John Gilbert is now copy production manager, and previously was field representative for the station's merchandising dept. in the Huntington, W. Va. area. Rudolph Prihoda, who has been with WLW's art dept. for six years, was promoted to art director.

BYRON POSSEN, announcer of KSFO San Francisco, has joined KYA San Francisco.

BOB SWEENEY, chief announcer of KYA San Francisco, has resigned to freelance. Lenn Curley succeeds him.

JANET POMEROY, formerly with United Press, Chicago, has joined the news staff of WENR Chicago.

MARIE INGRAM has left OWI to join the writing staff of KFRC San Francisco.

CHARLES MURPHY has joined the announcing staff of WDAY Fargo, N. D.

ROLAND (Rollie) FURMAN, former announcer and war program director of WSYR Syracuse, last week became program director of WELI New Haven.

DON SHERWOOD, released from the Navy, has joined KFRC San Francisco as announcer.

JACK PETERSON, former announcer of WIND Chicago, has joined the WBBM Chicago production department as a producer.

FRAN WEIGLE, formerly of WLAV Grand Rapids, has joined the announcing staff of WJJD Chicago.

ARTHUR KANE, formerly of WESX Salem, Mass. and WMEX Boston, has joined the announcing staff of WTAG Worcester, replacing Bill Fariss.

JEANNE BREWER, former writer-announcer at WDWS Champaign, Ill. has joined KGKB Tyler, Tex.

GEORGE MULVIHILL has replaced Eugene Smith as announcer at KGVO Missoula, Mont.

ROGER KING has returned for part-time announcing at KOMA Oklahoma City. He is an instructor at the Naval Aviation Training Center at Norman, Okla.

JIM DELINE, former senior announcer with WFBL Syracuse, has been promoted to assistant program director. L. F. Wylie has been named merchandising manager.

Smith & Bull
ADVERTISING AGENCY . . .

ANNOUNCE
New Location
in their own building at
6642 Sunset Boulevard
Hollywood 28, California
"ON HOLLYWOOD'S RADIO ROW"

From
AUG. 12, 1944

Telephone
HEmpstead 5671

Where to go this fall...

for *your* new headliner show

GO where most astute advertisers inevitably wind up . . . at NBC's Radio-Recording Division . . . advertisers who've discovered that NBC's syndication plan of sharing a show's cost among many non-competing advertisers all over the country is the most economical means of getting an expertly produced show that does a real sales job against tough competition. Here's a digest on some real finds:

Destiny Trails . . . recreates immortal classics of James Fenimore Cooper. First, *The Deerslayer* . . . 39 programs depicting the spirit of adventure that is our American heritage. Next, *The Last of the Mohicans*, 39 programs. 78 quarter-hours ready for release September 15 for three-a-week broadcast.

Come and Get It . . . first recorded audience participation show, radio's newest quiz mixes food, facts, and fun. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country; then tosses the subject to "Board of Experts." Alma Kitchell, well-known for her Woman's Exchange program and Gaynor Maddox, for food articles read by millions. Experts uncover unusual facts about food in question. 78 quarter-hour three-a-week quiz shows—*ready for release about September 1.*

FOR CHRISTMAS PROMOTION

Happy the Humbug . . . adventures of that strange breed of the Animal Kingdom and his fascinating menagerie of animal pals . . . whimsical adventures fabricated into a rib-tickling fantasy. 15 quarter-hours for Christmas promotions with a follow-up series of 39 programs, introducing many new characters and situations, to start Jan. 1. Two series available separately or in combination.

The Christmas Window . . . dramatizing children's stories both old and new . . . A Visit from St. Nicholas and The First Christmas; favorite fairy tales with a Christmas setting. The Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm). Each acted by a superb cast . . . all offer direct tie-in for retail displays. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.

Ned Jordan—Federal Ace . . . thriller with new twist . . . woven from swift-action facts, sans fantasy . . . from "inside" sources on underground activities. Produced in association with King-Trendle Broadcasting Corp., creators of Lone Ranger. 52 half-hours *for release about Sept. 15.*

The Weird Circle . . . modern dramatizations of the eerie classics . . . by such celebrated writers as Poe, Balzac, Dumas, Hawthorne, and Victor Hugo. 13 brand-new adventures bring program total to *65 half-hours.*

Stand By for Adventure . . . stories of exciting happenings in far places among strange people . . . as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

* * *

If in planning your fall schedule you had in mind a definitely different type of show from those listed above, remember NBC Radio-Recording Division has myriads of other first-ranking shows from which to choose. *Remember, too, that complete facilities are available to produce your own custom-built show—from idea to finished pressings. Write, phone, or wire for detailed information and audition records.*

National Broadcasting Co.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood, Calif.

XUM

Powerful Popular

WGAO

The Voice of Baltimore

- America's 6th City in Population.
- Maryland's Oldest Broadcast Station.
- Columbia Basic Outlet, Since 1927.
- 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

ANN CARLEY, new to radio, has joined the WBBM Chicago transcription department.

HAL MOORE, following honorable discharge from the Army, is to resume as m. c. of *Start the Day Right* on WNEW New York. Post is relinquished by Bob Lewis who took over from Mr. Moore two years ago when the latter entered the service. Mr. Lewis had just been discharged from the Army at the time.

BILL JEFFERAY, former announcer of WOL Washington and prior to that with Geyer, Cornell & Newell, and Ted Lingo, who was m. c. of the *Musical Steelmakers* show at WKWK Wheeling, W. Va., have joined WTOP Washington as announcers.

HELEN KING, former radio editor of the *Buffalo Evening News* and previously publicity and promotion director of WBEN and WEBR Buffalo, has joined the WOR New York publicity staff.

CONNIE GREEN, former assistant to Alma Kitchell, commentator of WJZ New York, has joined WNEW New York as writer.

BEN YOST, organizer and director of choral units, this week joins NBC as choral director and supervisor of choral music activities.

NAT HERZ, formerly with *Life* magazine, joins the Blue Network around Sept. 1 as photo editor in the publicity department.

DONALD E. GILLIS, NBC Chicago director, has transferred to NBC New York to direct *General Motors Symphony of the Air.* Edward Bailey, NBC Chicago sound effects man, succeeds Mr. Gillis.

MILDRED BRADSHAW, former school teacher, has joined WBBM Chicago as assistant to Florence Warner, educational director.

EDWARD STOCKMAR, network sales traffic manager of NBC central division, is the father of a girl.

BOB KEARNS, formerly of KVAK Atchison, Kans., has joined WIBW Topeka. He is replaced at KVAK by Dick McPhail.

CHARLES DUERKES is a new announcer at WFTL Ft. Lauderdale, Fla.

ALEXANDER S. GIBSON, announcer at WFTL Ft. Lauderdale, Fla., is the father of a boy.

PAUL PRICE, formerly with WAOV Vincennes, Ind., has joined WKMO Kokomo, Ind. as announcer.

VERN LOUDEN, former assistant production manager of KUTA Salt Lake City, has joined the KYA San Francisco announcing staff.

LITA ANDERSON, of the KUTA Salt Lake City continuity staff, was married to Dean Jones on Aug. 10.

JOHN SINCLAIR, discharged veteran who recently joined KUTA Salt Lake City, has returned to the station after a long illness.

PATRICK F. KRONE, formerly of the 1st Marine Division of Guadalcanal, is now an announcer at KVEC San Luis Obispo, Cal.

BILL MARLOWE, former newscaster of WMC Memphis, has joined KOIN Portland as news editor.

WALLY KING, formerly at WRRF Washington, N. C., is now on the announcing staff of WOLS Florence, S. C.

CARLTON MILLER, former announcer with stations in the South, has joined WPEN Philadelphia.

FRANK BARTON, former assistant personnel director and editor of the house organ for Wilson & Co., Chicago, has joined the newswriting staff of WBBM Chicago.

WELCOMING SMILES for Lt. Fort Pearson, former NBC Chicago announcer now stationed in Anacostia, D. C., with the Navy's Photo-Science Lab., come from Jules Herbuveaux, NBC central division program manager, and his secretary, Vera Fitzsimmons.

Lester E. Swinehart

LESTER EMMETT SWINEHART, 49, an executive of Lewis & Gilman, Philadelphia, died recently of a heart attack. Mr. Swinehart started his career as an office boy with Lord & Thomas, Chicago in 1911. By 1917 he had become production manager in charge of copy, art and printing. After the war, in which he served as a second lieutenant, he became manager of the production dept. of Henri, Hurst & McDonald, Chicago. He was appointed vice-president of the firm, and later joined N. W. Ayer & Son, Philadelphia. In 1943 he went with Lewis & Gilman. Mr. Swinehart is survived by his widow and daughter.

EDWARD SOBOL, NBC television director, has taken leave until Oct. 1 to supervise a series of stage productions for USO Camp Shows.

DON FRANK, senior announcer of WPEN Philadelphia, has been named manager in charge of night operation.

MARIAN ELLIS, formerly of WKMO Kokomo, Ind., has joined the transcription department of WOWO-WGL Fort Wayne.

AL LARR, formerly with WISH Indianapolis, is now an announcer at WSYR Syracuse.

DONALD McCRAIG, KLZ Denver traffic manager and lieutenant in the Civil Air Patrol, is now on active duty at Lowry Field, Col., undergoing special Army Air Forces training.

MARK SCHREIBER, sports announcer of KMYR Denver, has been elected president of the U. of Colorado Alumni Assn., succeeding Gov. Ralph L. Carr.

MARGARET W. SIMPSON replaces H. C. Goble as continuity writer of WWNC Asheville, N. C.

WALTER A. KLOZAR, former announcer and promotion manager of WMRN, Marion, O., is now with WJW Cleveland, announcing under the name of Walter Kay.

Awards to Stuhlman

CAPT. FRANK W. STUHLMAN, USMC, former announcer of WTIC Hartford, recently received the Distinguished Flying Cross and a citation from Admr. William Halsey, for his combat record as a torpedo bomber pilot with the "Red Devil" Squadron. He has taken part in 44 missions, operating from bases on Guadalcanal, Munda and Bougainville. He is now stationed at Cherry Point, N. C.

Agencies

A. R. WHITMAN, a vice-president of Benton & Bowles, New York, returned to the agency following an 18 month leave of absence to serve as deputy director of the Office of War Information and more recently as director of the fuel rationing division of the Office of Price Administration in Washington, D.C.

ED SILVER, formerly with Constance Hope Assoc., New York publicity office, has joined Young & Rubicam, New York, in charge of publicity department copy.

CHARLES LEVITT, West Coast advertising executive, has completed his OWI Washington, D. C., assignment and re-established the Charles Levitt Adv. Agency at 412 West Sixth St., Los Angeles. Telephone is Vandyke 0372.

A. M. SEMONES, vice-president of Henri, Hurst & McDonald, Chicago, has been elected to the board of directors.

E. F. (Bud) HASCALL Jr., account executive with Young & Rubicam, Chicago, on Sept. 15 is to join Henri, Hurst McDonald, Chicago.

LT. JOHN R. MONTGOMERY Jr., after 18 months of Army service, has joined the copy department of Geyer Cornell & Newell, New York. He was formerly advertising and sales manager for Packard Motor Car Co., New York, and promotion manager of *Newsweek.*

DAVE ELTON and Arthur Moore, Hollywood producers of Young & Rubicam, have been shifted to the agency's New York staff.

TED WICK, Hollywood producer of Foote, Cone & Belding, has joined Myron Selznick Agency, Hollywood talent service, as radio department head. He succeeds Joe Donahue.

LESLIE N. DANIELS Jr., formerly of Blackett-Sample-Hummert, Chicago, and Benton & Bowles, New York, has joined the copy staff of Duane Jones Co., New York.

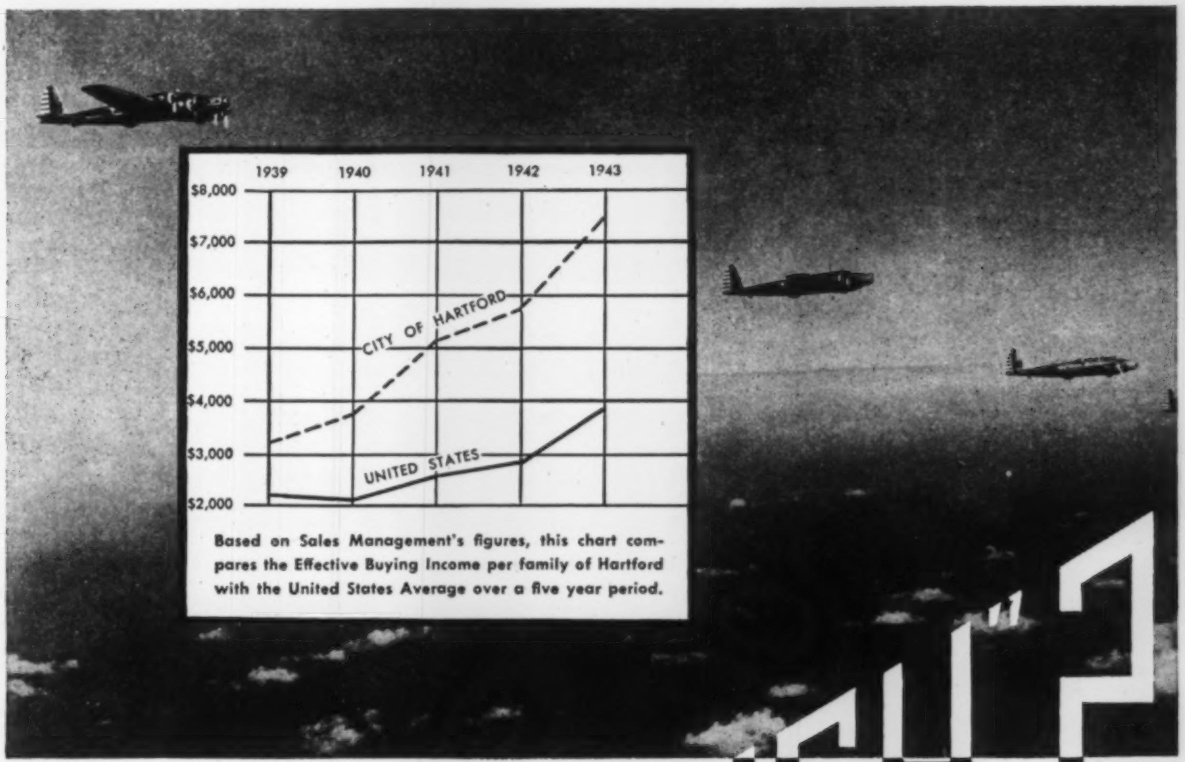
CAMPBELL-EWALD Co. has re-established Los Angeles offices at 714 W. Olympic Blvd., with Robert H. Crooker, executive vice-president and a director, in charge of Pacific Coast operations. Telephone is Richmond 6204. Richard C. Francis has rejoined the agency as assistant to Mr. Crocker. Functioning primarily as a service office in the past, agency will now handle local accounts as well as those of national advertisers.

ALBERTO P. NORIEGA, in the foreign trade field for over 20 years, has joined Irwin Vladimir Co., New York.

Ruthrauff & Ryan Opens Video Talent Auditions

RUTHRAUFF & RYAN, New York, has set up regular weekly auditions for commercial television talent, building a classified catalogue of available talent and obtaining actors for experimental shows for R&R clients. According to Lee Cooley, R&R television director, the catalogue is similar to one he built up for Don Lee-Mutual on the West Coast.

Agency has set aside the 4-5 p.m. period every Tuesday for auditions, conducted under the supervision of Mr. Cooley, with the assistance of Betty McCarthy, who handles details of talent casting and arranging, and Tom Vietor, program director.



Based on Sales Management's figures, this chart compares the Effective Buying Income per family of Hartford with the United States Average over a five year period.

how high is "HIGH"?

Every trading area in the country has a high Effective Buying Income today. In selecting markets, however, judge their relation to the rest of the country—their pre-war status—and their likely post-war level.

On all these counts, the Hartford Trading Area deserves first consideration on advertising schedules. Its pre-war leadership—present rating—and constant stability make it a better investment for advertising dollars.

In selecting media to cover this market, remember that the Hartford Trading Area fans out into 26 surrounding towns. The way to cover this entire market—economically and effectively—is to take to the air, on WDRC.

As the Basic Columbia Network Station for Connecticut, WDRC gives your advertising message wings—to reach a million people in the station's Primary Listening Area.

Use WDRC to connect in Connecticut

Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn., for market study, and spot availabilities.

1 COVERAGE 2 PROGRAMS 3 RATE — GET ALL 3 ON WDRC

WDRC

HARTFORD 4 CONNECTICUT

BASIC CBS

Connecticut's
Pioneer
Broadcaster

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

for SMN* it's WHN
DIAL—1050
50,000 WATTS
* SPORTS · MUSIC · NEWS

"It's a WIZE advertizer who uses the Springfield, Ohio Market."
An inquiry will prove it.
WIZE Springfield Ohio...
WEED & CO.... National Representatives

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

ERNEST A. HOLMES, former assistant manager of research of Arthur Kudner Inc., New York, and previously with the Kenyon Research Corp., a division of Kenyon & Eckhardt, New York, has joined Abbott Kimball Co., New York, as director of the research and marketing division.

RAYMOND SPECTOR, president, Raymond Spector Co., New York, is recovering from virus pneumonia. He is expected back at his office Sept. 10.

EARLE BARTEAU L'HOMMEDIEU, formerly with the American City Bureau, Chicago, has joined the public relations staff of N. W. Ayer & Son, New York.

MITCHELL-FAUST Adv., Chicago, and Kane Adv., Bloomington, Ill., have been elected members of the American Assn. of Adv. Agencies.

CHARLES O. PUFFER, former account executive of BBDO, Chicago, has joined Goodkind, Joice & Morgan, Chicago, as account executive.

HOWARD B. KETTING, account executive; Haakon Groseth, in charge of merchandising, and Albert R. Callies, head of the media department, of Ruthrauuff & Ryan, Chicago, have been elected vice-presidents.

JOHN W. SWALLOW, acting president of Television Enterprises, Los Angeles, and formerly program director for NBC in Hollywood, has joined Kenyon & Eckhardt, Hollywood, as director of the Pacific coast radio operations.

Y & R LISTS NEW FALL ASSIGNMENTS

NEW producer assignments for Young & Rubicam's radio programs starting this fall have been announced as follows:

HOLLYWOOD SHOWS:

New Adventures of Sherlock Holmes, Glenhall Taylor; *Dinah Shore Program*, Walter Bunker; *Eddie Cantor Program*, Ted Bliss; *Adventures of Ozzie and Harriet*, Al Scalpone; *Melody Roundup*, Francis Van Hartesvelt; *Duffy's Tavern*, Jack Roche; *George Burns and Gracie Allen Show*, Ned Tollinger; *Those We Love*, Tony Hardt.

NEW YORK SHOWS:

Hop Harrigan, Harry Ingram; *We Love and Learn*, Mary Harris; *Two on a Clue*, Ralph Butler; *Bulldog Drummond*, John Martin; *Happy Island* (starring Ed Wynn), Raymond Knight; *World Today*, Cy Pitts; *Kate Smith Hour*, Ted Collins (agency producer unassigned); *The Aldrich Family*, Ed Duerr; *Great Moments in Music*, (producer as yet unassigned); *Alan Young Show*, Dave Elton; *March of Time*, Lester Vail; *We, the People*, Joe Hill; *Edwin C. Hill*, Mary Harris; *My Best Girls*, Wes McKee; *Mystery Theater*, Frank Telford; *Fannie Hurst Presents*, Eric Pinker; *Bright Horizon*, Day Tuttle; *Paul Manning*, Ed Downs; *Joyce Jordan, M.D.*, Ralph Butler; *Kate Smith Speaks*, Day Tuttle;

Harry Ackerman will be associate director in charge of all production. The supervisors are George McGarrett, Joe Hill, Ed Duerr and Glenhall Taylor.

Compton Expands

COMPTON ADV., New York, is adding four new members to its radio copy department, including Ruth Brooks, former NBC scripter, and Mildred Kearney, formerly of H. B. Humphrey Co., Boston. Other additions are Don Rivers, formerly of Knox-Reeves Adv., Minneapolis, where he worked on space and radio copy for General Mills, and Bob Kuhn, who joins the West Coast office of Compton as commercial writer on Crisco. Mr. Kuhn was associated with Ruthrauff & Ryan in New York, and later in Hollywood, where he worked on copy for Lever's Bob Burns show on CBS.

Radio Advertisers

MELVILLE SHOE Corp., New York (Thom McAn shoes), has renewed its 52-week contract with WLS Chicago for *Something to Talk About*, thrice-weekly, 7:30-7:45 a.m. (CWT). Agency is Neff-Rogow, New York.

FORD-HOPKINS Co., Chicago (Eight-in-One cold tablets), on Sept. 25 begins a thrice weekly quarter-hour program 10:45-11:00 p.m. (CWT) on WMAQ, Chicago. Contract is for 26 weeks through H. W. Kastor & Sons Adv., Chicago.

WM. WRIGLEY Co., Chicago, on Sept. 16 is to change the time of *America in the Air* from Sundays 5:30-6:) p.m. CWT to Saturdays 6:30-6:55 p.m. CWT over WBBM Chicago. Agency is J. Walter Thompson Co., Chicago.

PHILIPS do Brazil S. A., Brazilian distributor of Philips radios and other products, and a branch of North American Philips Co., New York, has appointed the Rio de Janiero office of McCann-Erickson, New York, to handle its advertising. Agency already handles Philips advertising in the Argentine.

CALIFORNIA POTATO Chip Co., Oakland, has named Garfield & Guild, San Francisco, to direct its advertising. Schedule of dramatized spot announcements is being released on Northern California stations on behalf of Betty Lou potato chips.

CORY GLASS Coffee Brewer Co., Chicago, has appointed Weiss & Geller, Chicago, to handle its advertising.

UNION PACIFIC Railroad is sponsoring spot announcements on KOA Denver in the interest of the company's unclaimed and refused freight auction.

BERNARD M. KLIMAN, former advertising and promotion manager of I. Schneierson & Sons, New York, has been appointed advertising director of the Gruen Watch Co., Cincinnati. He replaces Don Hall who recently entered the armed forces.

GIMBEL BROS., Inc., New York (department store) Sept. 9 starts on WNEW New York, Saturday 9:45-10 a.m. *Calling All Girls*, transcribed feature produced in conjunction with the magazine of the same name and packaged by Frederic W. Ziv, New York. Series is designed for department store advertising. Business is placed direct.

ADMIRAL Corp., Chicago, has reappointed McClain Distributing Co., Charlotte, N. C., as distributor for all Admiral products in the Charlotte district.

CHICAGO TRANSFORMER Corp., Chicago, has begun sponsorship on WGN Chicago of a quarter-hour musical variety program featuring Dick (Two Ton) Baker, Monday through Saturday 8:15-8:30 a.m. (CWT). Contract was placed through Lieber Adv., Chicago.

MORRIS B. SACHS CLOTHING Co., Chicago, started sponsorship, Aug. 28, of a quarter-hour program, *But Not Forgotten*, featuring Herbie Mintz, Monday through Friday 10:15-10:30 p.m. (CWT) on WENR Chicago. Contract for 39 weeks was placed by Wade Adv., Chicago.

DAVID J. MAXIN, former drug merchandising director of H. W. Kastor & Sons Co., Chicago, has joined Assoc. Distributors & Dana Perfumes Inc., Chicago, as director of merchandising research.

CLAIR HEYER, formerly in the advertising department of Armour Co., Chicago, has been promoted to assistant to Edward N. Wentworth, director. Mr. Heyer's principal duties in his new position will relate to radio.

GILBERT C. WILSON Labs., Denton, Tex. (de-hydrated sweet potatoes), augmenting its schedule on Aug. 21 started daily transcribed one-minute announcements on 6 stations in Montana. Contracts are for 5 weeks. Station list includes KGHL KFBB KGVO KGIR KPFA KRBM. Placement is through Little & Co., Los Angeles.

BLACKHAWK BREWING Co., Davenport, Ia. (Blackhawk Topping), has begun sponsorship of a quarter-hour news show 10:'5-10:30 p.m. (CWT) Monday through Friday on KSO Des Moines. Contract placed by H. W. Kastor & Sons, Chicago, is "till forbid" and is said to mark the first time a beer program has been sponsored in Des Moines.

SO-GRAPE Co., Peoria, Ill., newly organized, has acquired from Judge & Dolph, Chicago, rights to manufacture and sell So-Grape. Mace Adv. has been appointed to handle the advertising. No radio is planned at present.

FAIR STORE, Chicago, (department store) on Sept. 11 begins a five-minute news show, Monday through Friday 5-5:05 p.m. (CWT) over WMAQ Chicago. Contract is for 52 weeks through Ivan Hill Adv., Chicago.

N. W. Ayer Expands

N. W. AYER & Son, Hollywood, has taken additional office space at 1680 N. Vine St. Charles Herbert, former CBS New York producer, has joined the agency's Hollywood staff and is assigned to CBS *Electric Hour* starting Sept. 20. H. L. McClinton, agency vice-president in charge of radio, has returned to New York following conferences with Herbert Sanford, Hollywood manager.

VT. N.H. ME.
WLAW COLUMBIA AFFILIATE
the NEW ENGLAND STATION with Mass.* Appeal
5000 watts 680 Kc.
LAWRENCE, MASS.
REPRESENTED BY THE KATZ AGENCY INC.

RETAIL SALES
WLAW Primary Coverage

	Day	Night
Mass.	11.97%	10.79%
N. H.	53.44%	37.24%
Maine	1.56%	1.88%

Coverage Map on Request

* P. S. Maine and N. H. too!

D-DAY...V-DAY...*Every Day!*

"Tops...superb" **WMAM**

"On the line and then some" **WIBU**

"Superb...fitted needs to perfection" **WCCO**

"Cannot laud U.P. too highly" **KNET**

"Tops...exciting, complete" **KMYR**

"U. P. is incomparable" **KTUL**

History's greatest story told by history's greatest newsmen" **WEMP**

"Best job in U. P.'s brilliant history" **WHO**

Fastest News... Fullest Background

Cheers like these for U. P.'s superb coverage of all the fighting fronts are heard every day.

What especially has brought forth bravos from broadcasters is U. P.'s unprecedented advance supply of background material—as much as 45,000 words of it—for use with spot news flashes. This enables U. P. clients not only to seize listeners' interest but to hold it.

The service-plus job which U. P. has turned in it will repeat on V-Day—and every day before and thereafter when big news is on the brink of breaking. In addition to the fastest news, U. P. will continue to provide the fullest news background.

U. P. is foremost in radio news, with more clients than all other services combined. The reason why it is foremost is that it offers most.

UNITED PRESS
★RADIO NEWS★

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WMAL Washington

Marlin Firearms Co., New Haven, (Marlin blades), 3 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.

Metro-Goldwyn-Mayer Pictures Corp., N. Y., ("Canterville Ghost"), 9 *sa*, thru Donahue & Coe, N. Y.

School of Speed Writing, N. Y., 3 *sa* weekly, 26 weeks, thru Kaplan, Seisel & Bruck, N. Y.

Procter & Gamble Co., Cincinnati, (Teel), *sa* weekly, thru Biow Co., N. Y.

Wildroot Co., Buffalo, 6 *sa* weekly, 52 weeks, thru BBDO, N. Y.

Lever Bros. Co., Cambridge, (Lifebuoy), 10 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

KPO San Francisco

Ben Hur Products, Los Angeles (Ben Hur coffee), 5 *sp* weekly, thru Foote, Cone & Belding, San Francisco.

Wilbert Products Co., New York (floor and furniture polish), 3 *ne* weekly, thru Duane Jones Co., N. Y.

Miller Products Co., Portland (insecticides), *ta* weekly, 52 weeks, direct.

Crowell-Collier Publishing Co., New York (*Collier's*), *sa* weekly, thru Arthur Kudner Inc., N. Y.

Marlin Firearms Co., New Haven, (Marlin blades), *ta* weekly, thru Craven & Hedrick, N. Y.

Kerr Manufacturing Co., Los Angeles (fruit jars, lids and caps), 5 *sa* weekly, thru Raymond R. Morgan Co., Hollywood.

KMPC Hollywood

Daily Bros. Shoe Co., New York (Daily shoe), *sa* weekly, 26 weeks, thru Norman D. Waters & Assoc., N. Y.

Prest-O Lite Battery Division, Indianapolis (batteries), 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

F. H. Pfunder Inc., Minneapolis (Pfunder's tablets), 5 *t* weekly, thru Sorenson & Co., Chicago.

Seeck & Kade, New York (Pertussin), 10 *ta* weekly, thru Erwin Wasey & Co., N. Y.

WAIT Chicago

K. Arakelian Inc., Madera, Calif. ("Mission Bell" wines), 6 *sp* weekly, 52 weeks, thru Max Jacobs Adv., N. Y.

WHO Des Moines

Paul F. Beich Co., Bloomington, Ill. (Whiz candy bar), 2 *ta* weekly, 52 weeks, thru Arthur Meyerhoff & Co., Chicago.

Kaiser Co., Portland, Ore. (labor recruiting), 14 *sa* weekly, direct.

Johnson & Johnson, New Brunswick, N. J. (TEK), 5 *ta* weekly, thru Ferry-Hanly Co., N. Y.

Nebraska Consolidated Mills Omaha (Dixianna Pancake Mix), 5 *sa* weekly, thru Allen & Reynolds, Omaha.

Wm. Wrigley Jr. Co., Chicago (chewing gum), 13 *ta* weekly, thru Ruthrauff & Ryan, Chicago.

Reid Nat'l Corn Co., Anamosa, Ia. (hybrid corn), 3 *sa* weekly, thru Fairall & Co., Des Moines.

Crowell-Collier Publishing Co., New York (*Collier's*), 17 *sa* weekly, thru Arthur Kudner Inc., N. Y.

WMAQ Chicago

Western United Dairy, Chicago, 3 *sa* weekly, 13 weeks, thru Olian Advertising Co., Chicago.

Balaban and Katz Corp., Chicago, 13 *ta* thru M. M. Fisher Assoc., Chicago.

Ford-Hopkins Co., Chicago (eight-in-one cold tablets) 3 *sp* weekly, 26 weeks, thru H. W. Kastor & Sons Adv., Chicago.

Park & Tilford, New York (Tintex Dye), 3 *sa* weekly, 13 weeks, thru Charles M. Storm Co., New York.

Sunway Fruit Products Co., Chicago ("Freshie" soft drink), 7 *sa* weekly, thru Sorenson & Co., Chicago.

WOLS Florence, S. C.

Reader's Digest Assn., Pleasantville, N. Y. *sa* weekly, thru BBDO, N. Y.

Plough Inc., Memphis (Mexsana), 5 *ta* weekly, thru Lake-Spiro-Sherman, Memphis.

Plough Inc., Memphis (St. Joseph), 5 *ta* weekly, thru Lake-Spiro-Sherman, Memphis.

Electric Auto-Lite Co., Toledo (Presto-Lite), 5 *ta* weekly, through Ruthrauff & Ryan, Chicago.

WQXR New York

General Foods Corp., New York (Baker's Cocoa), 6 *sp* weekly, thru Benton & Bowles, N. Y.

Renoir Parfums, New York (Chi Chi, My Alibi perfumes) 5 *sp* weekly, 13 weeks thru Abbott Kimball Co., N. Y.

Fastop Inc., New York (Fastop bottle caps), 3 *sp* weekly, 52 weeks, thru F. J. Low Inc., N. Y.

Campbell Soup Co., Camden, N. H. (soups), 63 *sa* weekly, 26 weeks, thru Ward Wheelock Co., Philadelphia.

WAOV Vincennes, Ind.

Sterling Brewers, Evansville, Ind., 6 *ne* weekly, 52 weeks, thru Ruthrauff & Ryan, Chicago.

Central Fibre Co., Vincennes, Ind. (waste paper collection), 3 *sa* weekly, direct.

Pomeroy Box Co., Vincennes, Ind. (waste paper collection), 30 *sa* weekly, direct.

Terre Haute Brewing Co., Terre Haute, Ind. (Champagne Velvet, beer, ale), 12 *ne* weekly, 26 weeks, thru Pollyea Adv., Terre Haute, Ind.

WJZ New York

American Chicle Co., Long Island City, N. Y., 4 *sa* weekly, thru Badger, Browning & Hersey, New York.

Presto-O-Lite Battery Co., Indianapolis, 30 *sa*, thru Ruthrauff & Ryan, N. Y.

Lever Bros. Co., Cambridge, (Lifebuoy soap), 8 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

Alfred A. Knopf Inc., N. Y. (books) 4 *sa* weekly, thru Denhard, Pfeiffer & Wells, New York.

Doubleday, Doran & Co., N. Y. (Dollar Book Club), 3 *sa* weekly, thru Huber Hoge & Sons, N. Y.

WCBI Columbus, Miss.

Chattanooga Medicine Co., Chattanooga (Black Draught), 10 *sa* weekly, thru Nelson Chesman & Co., Chattanooga.

Morton Salt Co., Chicago, 3 *sp* weekly, thru Klau-Van Pietersom Dunlap, Milwaukee.

Sinclair Refining Co., Atlanta, *ne* daily, direct.

Miles Labs, Elkhart, Ind., (Alka Seltzer), 4 *sp* weekly, 52 weeks, thru Wade Adv., Chicago.

KNX Hollywood

Paramount Pictures, New York (films), *sa*, 52 weeks, thru Buchanan & Co., N. Y.

Bank of America National Trust & Savings Assn., San Francisco, 3 *ne* weekly, 52 weeks, thru Charles R. Stuart Adv., San Francisco.

Dr. Harson Labs, Little Falls, N. Y. (Rennet tablets), 6 *sp* weekly, thru Mitchell-Faust Adv., Chicago.

KTSA San Antonio

Electric Auto-Lite Co., Toledo (Presto-Lite), 6 *sa* weekly, 36 weeks, thru Ruthrauff & Ryan, N. Y.

Bu-Tay Products Co., Huntington Park, Cal. (Raindrops Detergent), 5 *ta* weekly, thru Glasser-Gailey & Co., Los Angeles.

WENR Chicago

Lever Bros. Co., Cambridge, (Lifebuoy soap), 3 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

KMYR Drops Middle Newscast Commercials

KMYR Denver eliminated all middle commercials in its newscasts, effective Aug. 6, and reports that not a sponsor balked. A brochure is being prepared for agencies, local accounts and advertisers.

First station to eliminate middle commercials in news broadcasts was KSD St. Louis, NBC outlet. The station also established a policy of not accepting news sponsorship from medical advertisers or from sponsors who use time exclusively for the sale of vitamins. WJR Detroit last month announced elimination of middle commercials in news broadcasts.

* * *

WJR Clients Stay

WJR, Detroit, has not lost an advertiser because of its new policy restricting newscast advertising, Charles Burke, WJR sales manager, announced last week.

The new policy, effective Sept. 1, as announced by WJR Vice-President Leo J. Fitzpatrick, eliminates the middle commercial and adopts a format providing for not more than 45 seconds of opening and 75 seconds of closing announcements on quarter hour newscasts.

Burke said the following sponsors will be conforming with the new WJR policy beginning Sept. 1:

McKesson-Robbins Co., Groves Laboratories, B. C. Remedy, Auto Owners' Insurance Co., Cracker Jack Co., Sinclair Refining Co., Cunningham Drugstores of Detroit, Foster-Milburn Co., Penn Tobacco Co., Atlantic and Pacific Tea Co., Planters Nut and Chocolate Co., Peter Paul Inc., DeKalb Agricultural Association and Richman Brothers Co.

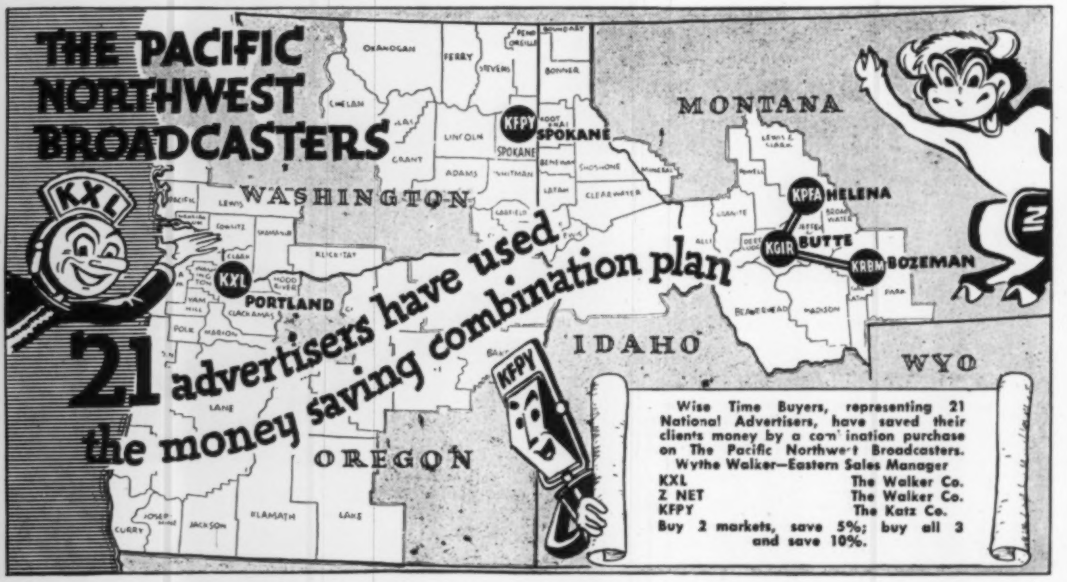
Fuel Firms to Use Radio In Oil Conservation Plan

A PUBLIC relations program designed to create an understanding of the need for fuel oil rationing and win friends for the industry has been inaugurated among 35,000 fuel oil distributors by the Petroleum Industry War Council, headed by J. W. Connolly, of the Standard Oil Co. of New Jersey.

Campaign material includes a portfolio of advertising tools with suggestions for radio commercials. McCann-Erickson, New York, assisted in preparation of the program. In a letter seeking cooperation from members of the fuel oil industry, Mr. Connolly stated that $35,000,000 will be spent by allied industries in the promotion of conservation of all fuels, for insulation, weather-proofing and fuel conservation methods.

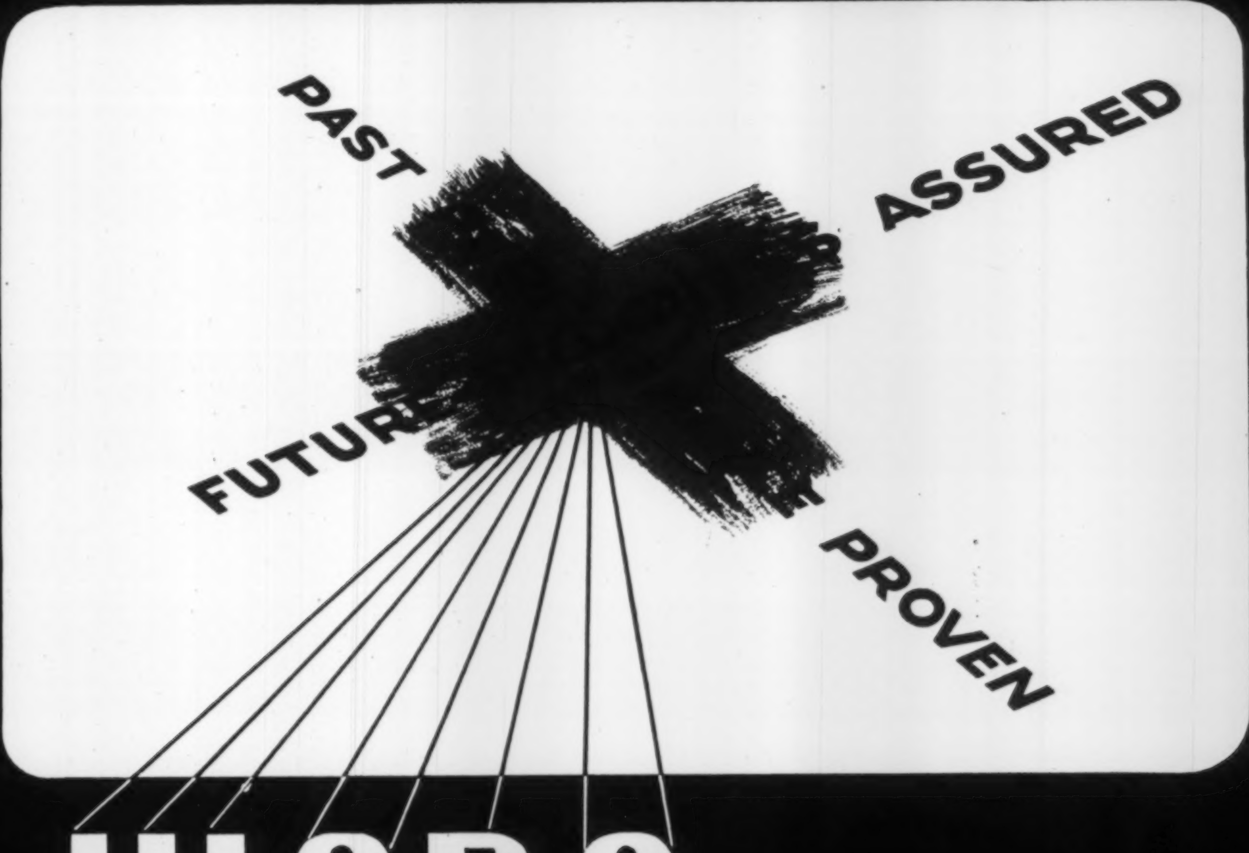
Roesler Rep Firm

GEORGE ROESLER, account executive at First United Broadcasters, Chicago, has resigned to reenter the radio representative business effective last week. Offices will be in Chicago at 360 N. Michigan, suite 615, telephone Randolph 9034. New firm will represent WINN Louisville.



Wise Time Buyers, representing 21 National Advertisers, have saved their clients money by a combination purchase on The Pacific Northwest Broadcasters.
Wythe Walker—Eastern Sales Manager
KXL The Walker Co.
Z NET The Walker Co.
KFPY The Katz Co.
Buy 2 markets, save 5%; buy all 3 and save 10%.

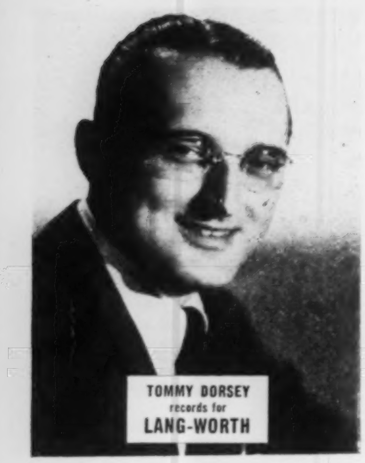
marks the spot


PAST
ASSURED
FUTURE
PROVEN

WGRC BASIC *Mutual*

LOUISVILLE'S TRADING AREA =47% OF KENTUCKY'S POPULATION
=57% OF ITS BUYING POWER

BURN-SMITH ★ ***National Representatives***



TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

REACH THE *Active* SALT LAKE MARKET THROUGH

KDYL

UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

FASHION PROGRAM TO BE SYNDICATED

DEPARTMENT stores will have a new vehicle for radio advertising with *Tobe's Topics*, program of commentary on fashion, beauty care and similar subjects with contest tie-in, to be available as a syndicated live and transcribed feature beginning Sept. 4. Stores in 30 cities had already contracted for the series of 13 weeks with renewal options last week, according to, Tobe, New York, fashion and beauty authority, owner and originator of the program. Show is heard live on WOR New York under sponsorship of Bloomingdale's, New York.

Outstanding feature is a contest inviting listeners to submit topics for discussion by Tobe to the local sponsoring store, which awards prizes of $5 in merchandise for the best entries. Store forwards winning ideas to Tobe who makes two awards of $10 each in store merchandise for the best of all national entries, and includes them in her programs each week.

Disc is set up as a twice-weekly quarter-hour feature with openings for live copy by the sponsor to promote merchandise and announce contest news. Miss Tobe, in addition to discussing fashion and beauty problems and various topics suggested by her listeners, presents Hollywood gossip and other news items in "signposts", brief concluding feature. Disc is cut and distributed by WOR Recording Division, New York.

CKCL Toronto Control Acquired by J. K. Cooke

ANNOUNCEMENT was made last week that Jack Kent Cooke, president of the Toronto Broadcasting Co., officially would take over control of CKCL Toronto on Aug. 28, the station to be thereafter identified as CKEY and to operate on a 24 hour schedule of new programming and policy. Purchase price for the 1,000 w metropolitan outlet on 580 kc, previously operated by Henry Gooderham, was not disclosed.

Mr. Cooke, long associated with independent broadcasting in Canada, had up to the first of this year served as general manager of Northern Broadcasting Co. and is identified with the organization and operation of such Canadian stations as CKRN Rouyn, CKVD Val d'Or and CHAD Amos, Que. He also has been associated with the installation and management of CKWS Kingston and CHEX Petersborough, Ont. Mr. Cooke joined Northern Broadcasting in 1935 when that organization operated CKGB Timmins, CJKL Kirkland Lake and CFCH North Bay, Ont. He was appointed general manager in 1938.

Jackson Local Granted

NEW STANDARD station on 1490 kc with 250 w and unlimited time, for Jackson, Miss., was granted by the FCC last week to Ewing Broadcasting Co., a partnership composed of P. K. Ewing, owner of WGRM Greenwood, Miss., and F. C. Ewing, general manager of the station. Transmitter and studio locations for the new outlet are still to be determined.

OWI PACKET, WEEK SEPT. 18

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 18. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Christmas Mail	X	--	--	--	--	--	--
War Bonds	X	--	--	--	--	--	--
Red Cross Home Nursing	X	--	--	--	--	--	--
V-Mail	--	X	X	X	X	--	--
WAVES	--	X	--	X	--	--	--
Crop Corps	--	--	--	--	--	X	--
Careless Talk	--	--	--	X	X	--	--
Play Square with Gasoline	--	--	--	--	--	X	X

See OWI Schedule of War Messages 126 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

W. E. Long Co. Tells FCC Its Programs Are Entirely Free of Lottery Inference

"TELEPHONE MONEY" shows sold by the W. E. Long Co., Chicago, are free of lottery inference, the FCC is informed in a letter sent by E. J. Sperry, director of radio for Long. Copies of the letter were sent to a long list of Commission members and legal personnel and to trade journals.

Accompanying the letter is a 48-page book prepared by W. E. Long Co., titled *Telephone-Money Shows*. The book presents in question-answer form a digest of legal thought on the subject of giveaway and money shows.

Attached to the letter are copies of two articles in BROADCASTING, dealing with giveaway programs. The letter from Mr. Sperry explains how the Long telephone programs are operated. He explains that the firm has spent large sums to aid radio stations in eliminating lottery from their programs, regardless of whether they are clients.

The Long telephone shows actually are quiz programs, it is stated. Every effort is made to avoid bad taste and violations of FCC regulations or lottery laws. Many of the programs are described as educational in motif, requiring knowledge and skill in answering. No person is forced to listen to the station to become eligible for a reward, it is explained and product-purchase is not a requirement.

Dept. Stores Sponsor

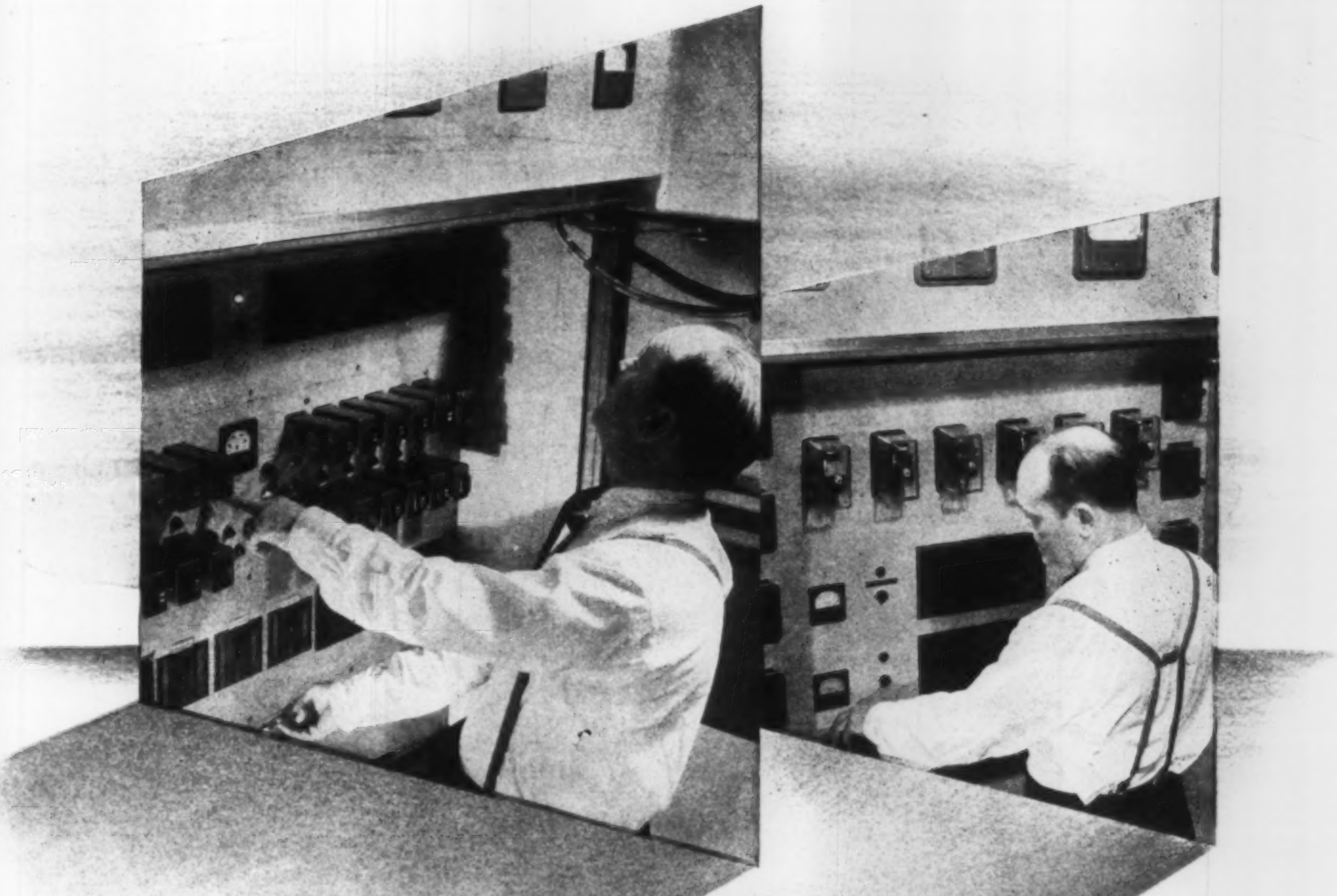
TWO Washington department stores have been added to the list of sponsors by WTOP. Claude Mahoney, who recently moved to WTOP from WMAL Washington, now has his 7:40 a.m. newscast sponsored by Lansburgh Bros. Department Store and Vick Chemical Co., each thrice weekly. His 6 p.m. period is sponsored by Arcade Laundry on Tuesdays, Thursdays and Saturdays. Elmer L. Kayser, Dean of George Washington U. and head of the university's history department has a quarter-hour historical program following Joe McCaffrey's 12 noon-12:15 newscast Sundays which is sponsored by the Hecht Co., Washington department store.

N. Y. Ad Course

THE ADVERTISING and Selling Course of the Advertising Club of New York opens its 21st year Oct. 9, with a series of Monday and Friday night lectures, to be held this year at the headquarters of the Engineering Society, 29 W. 39th St. Radio clinics starting in February under the chairmanship of Eugene S. Thomas, a vice-chairman of the Advertising and Selling Course Committee, and sales manager of WOR New York.

KEYSTONE Broadcasting System now has a total of 209 affiliates, with the recent addition of three Kentucky stations—WHOP Hopkinsville; WSON Henderson and WPAD Paducah.

WBNS
HAS PLENTY ON THE BALL
COLUMBUS
CENTRAL OHIO'S ONLY CBS OUTLET
ASK ANY BLAIR MAN OR US.



CONSIDER *Simplicity of Control* WHEN YOU SELECT A NEW TRANSMITTER

Easy to put on the air, easy to keep on the air . . . that's what you want in a transmitter, and that's what Westinghouse equipment assures.

Specifically, here are some of the features that make for operating simplicity in Westinghouse Transmitters:

1. One Master Control puts the transmitter on the air and cuts the power off at the end of the broadcast period. It is impossible for power to be applied in the wrong sequence.
2. Individual Tuning and Adjustment Controls are mounted on the front panel, easily accessible.
3. Indicator Lights Flash Circuit Conditions to Operator, indicating instantly which circuit requires attention.
4. Simplified Circuits—require a minimum of tubes . . . no tricky wiring.
5. "De-ion" Breakers Show Outage Location, providing fuseless protection for the low-voltage power circuits.

Simplicity of Control is only one feature of Westinghouse Transmitters. Others equally important are: ***Low Operating Cost, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.***

PLACE YOUR ORDER NOW
FOR YOUR POSTWAR TRANSMITTER

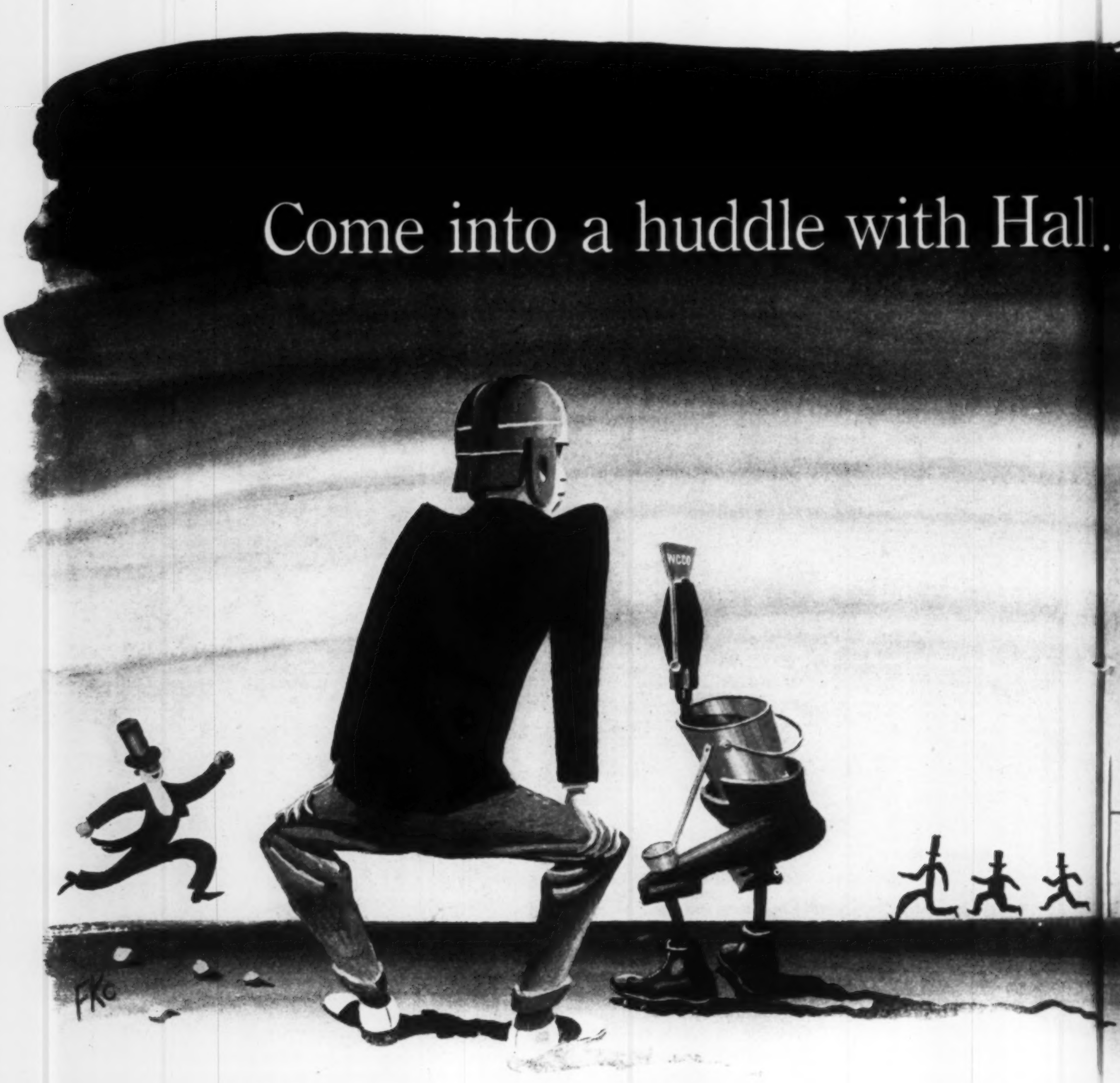
By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

J-08080

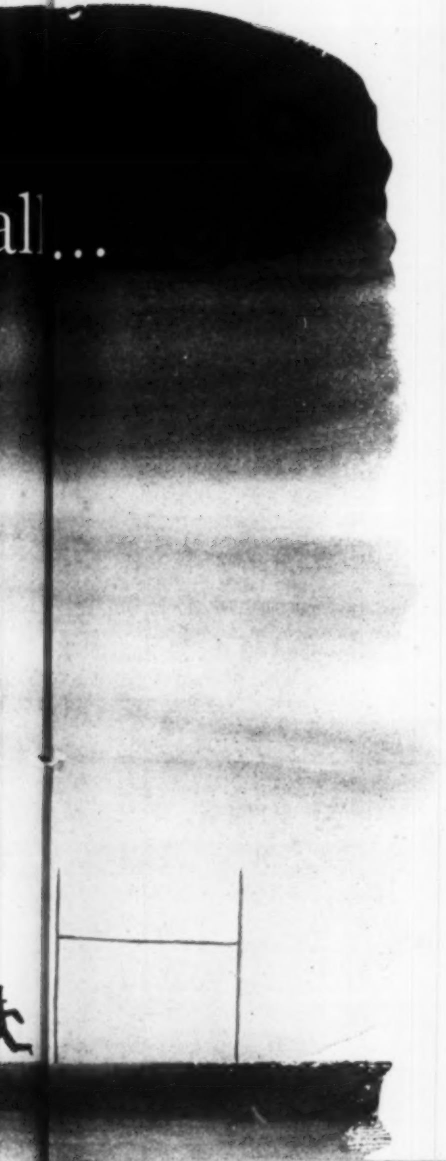
Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

. . . AM • ELECTRONICS • FM


Come into a huddle with Hal
WCCO
FKC

al...



Touchdown Time with Halsey Hall, an expert wise in the ways of Northwest sports, is a new series of WCCO broadcasts that will follow the 1944 football fortunes of Minnesota's own Golden Gophers. There's room at Hall's microphone — part of the time — for some smart sponsor.

Football in the Northwest is like baseball in Brooklyn — and, up here, the Golden Gophers *are* football. Yet they might as well play without goal posts as without Halsey Hall at the mike. He's reported their deeds, via radio and newspapers, for 20 years now. Never missed a game.

His actual play-by-play descriptions of Minnesota's Saturday battles this fall can't be sponsored. But half an hour before each one starts, WCCO will offer *Touchdown Time* — a 25-minute preview of the day's football highlights across the country, transcribed by Hall, plus live college melodies and songs by The Backfield Men.

Five minutes before game-time, Hall comes on the air from the stadium; keeps up a swift play-by-play account (non-sponsored) until the final whistle. Then, when it's all over, WCCO listeners get Part 2 of *Touchdown Time* — a game review appraising every aspect of the afternoon's contest.

These before-and-after summaries are available, singly or as a pair. They'll be heard by a large, enthusiastic audience of Northwest fans who follow Halsey Hall as faithfully as they do the Golden Gophers.

Giving our listeners the best in football broadcasters is one more plus-mark in WCCO's long record as *"Good Neighbor to the Northwest."* If you want to get into a huddle with Halsey Hall and do some sales-scoring of your own in the Northwest, just call on us or the nearest Radio Sales Office.

WCCO

MINNEAPOLIS-ST. PAUL
50,000 Watts · 830 kc
COLUMBIA OWNED
CBS

Good Neighbor to the Northwest

Represented by Radio Sales, the SPOT Broadcasting Division of CBS.

VAUGHN MONROE
records for
LANG-WORTH

KROD
FOUR LETTERS
that spell
"RADIO AUDIENCE"
in the
El Paso Southwest

The CBS Station in El Paso, Tex.
Dorrance Roderick, Owner Val Lawrence, Mgr.
HOWARD H. WILSON CO., National Reps.

TUCSON ARIZONA
CBS
KTUC
1400 KC
250 WATTS
REPRESENTED BY JOHN BLAIR & CO.
AFFILIATED WITH THE ARIZONA NETWORK
KOY, Phoenix • KSUN, Bisbee-Lowell
AFFILIATED STATION WLS CHICAGO

Jingle!
Jangle!

Above-average incomes with no lay-offs, that's Winston-Salem. A thriving city in the heart of a rich region. This great market is responsive to the brand of programming and salesmanship emanating from—

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

McGeehee

(Continued from page 72)

each radio station can be heard clearly by those who live in those areas?

With these contour lines established, the total population *available* to hear the signal is readily obtained.

That information is fundamentally what advertisers want to know; that is what is needed to compare the opportunities for advertising to be read in newspapers, and magazines—and heard in radio—on a comparable basis.

List of Functions

Why not, then, an "Audit Bureau of Radio Circulations", organized and controlled by advertisers, advertising agents, and station owners, to do for the radio industry one "research" job, and one research job only, by performing these functions:

1. To establish the procedure through which, by generally accepted and universally applicable engineering standards, the average primary and secondary contours of each radio station can be ascertained, the areas in which each radio station's signal can be heard clearly.

2. Seek to induce all radio stations to measure their signals in conformity with this standard procedure, publishing this information periodically for the interest of advertisers, together with a calculation of the number of persons residing in these areas, i.e., the number of persons who have an opportunity to hear the station's programs.

3. Auditing and certifying to the measurements and statements of the station owners.

Mechanical Methods

Of all research methods, the technic least subject to debate, difference of opinion, argument or distortion is that which relies upon mechanical methods of measurement. Few dispute the validity of a meter reading or tape recording. Many deny the absolute accuracy of any research which involves the human and psychologically uncontrollable elements in personal interviewing, manual tabulating, and interpretation.

There can be little dissension over the accuracy of station signal areas measured by proper mechanical means.

And there is little debate over the essential reliability of the U. S. Census, and interim population estimates derived from Government and other reputable sources.

Once these two absolute factors are combined, on an identical and therefore comparable basis, in the measurement of audience potentials for every radio station in the country, the succeeding steps in a further refinement of radio's ABC are obvious:

(a) Measurement of the areas within the primary and secondary contours in which station signals fall below the established basis of contour definition—and the elimination of population residing within these areas from the total credited to the station within its contours.

(b) Separation of daytime and nighttime contours, with proper population ad'ustments.

(c) Study of seasonal variations in territorial coverage.

(d) Analysis of age, sex, economic, intellectual and other population characteristics within the station's contours.

(e) Exploration of the amount and character of each station's *potential* audience which is *available*, by hours, days, seasons.

Pointed questions are beginning to be asked about radio's actual audience. More questions will be asked when advertisers have goods to sell again, when war contracts are terminated, when every dollar of advertising expense must be justified by *facts*.

Farmers' Aid

CJKL Kirkland Lake, Ont., broadcasts a resume of the day's programs every morning for rural listeners. Because these listeners do not have their sets on all day to conserve hard-to-get batteries, the station broadcasts its program resume so that listeners may know when their favorite programs will be broadcast by the station.

Jolliffe

(Continued from page 78)

band must be made without complete information. Assumptions must be made which are based on the best information available and decisions made which seem to be technically sound. This is not a situation which is new to allocation engineering. Allocation, to be effective, must always precede complete use.

Because of the large number of claims for use of frequencies and the lack of complete information as to what is possible, it will be necessary to make compromises and it will be impossible to meet all the requests of the claimant services. In the past it has been possible to make assumptions and arrive at compromises and conclusions which, through the years, have been found to be fairly satisfactory. It is expected that in the present discussions, compromises will be agreed to and the best engineering answers determined.

The present extension of the frequency spectrum will produce many new services and much improvement in many existing services. Much depends on the ability of engineers to look ahead and make reasonable predictions of things to come. The future successful operation and expansion of many radio services will depend on decisions and recommendations made now as to the orderly arrangement of this spectrum. It is expected that all engineers engaged in this work will realize their responsibilities to the engineers of the future who must make this allocation work.

Wichita KFH

SMOOTH WORK IN BOOM TOWN!

A selling job is smooth work, too in booming Wichita! For Wichita has the perfect set-up for record-breaking sales today and tomorrow! Wichita's doubled population has likewise doubled its buying power per family. This lush spendable income is reflected in $16,000,000 in retail sales monthly, topping every city in the great Southwest; in second place for sales increases in the entire Nation! Booming Wichita is an aircraft center today . . . and Aviation is here to stay! Backed by its basic wealth in agriculture and oil, Wichita will remain your easiest 'push-over' market.

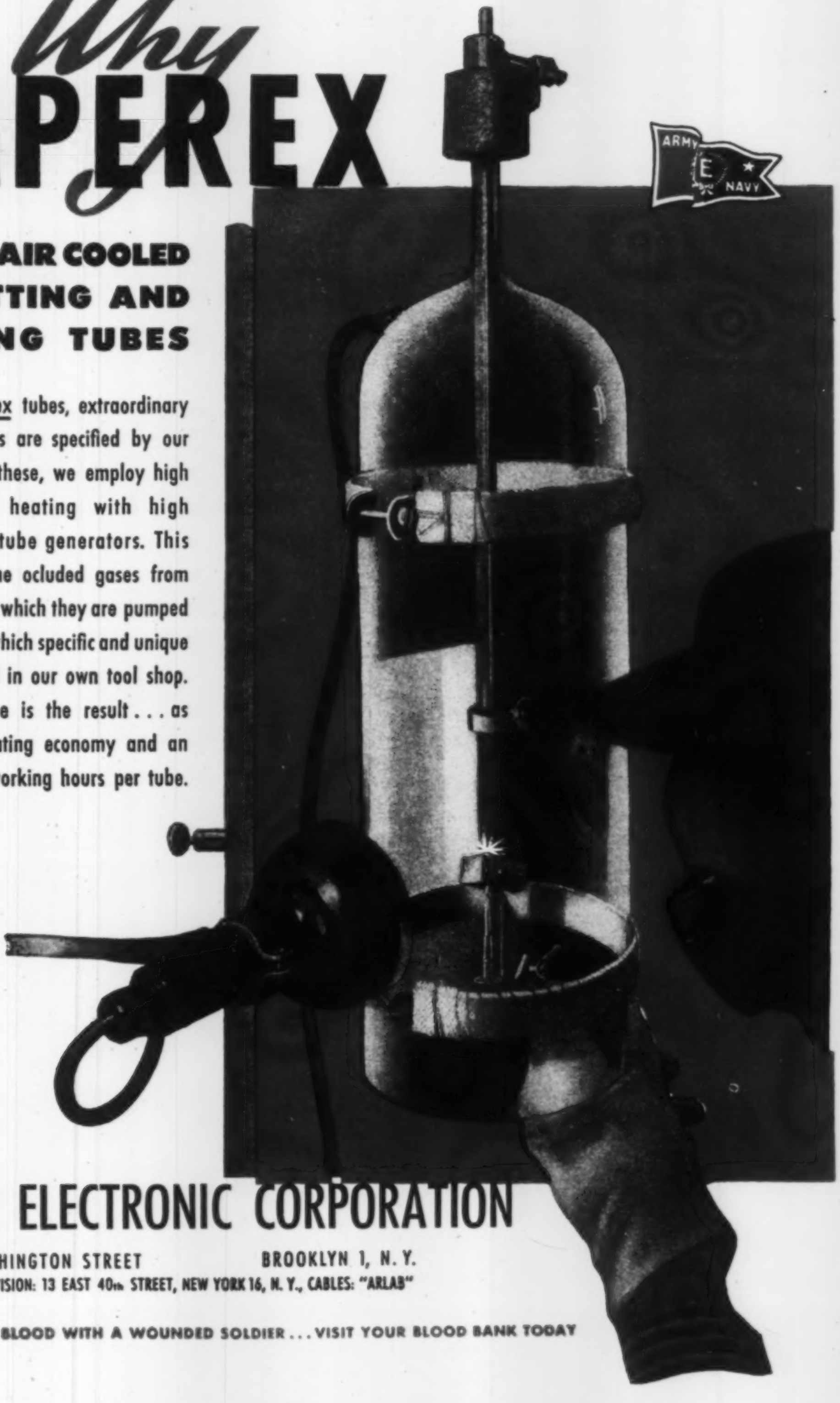
Miss June Craft, who paints fuselages for Cessna Aircraft Company, does a smooth liquid stocking job for Miss Betty Sooby, Cessna office worker.
Cessna photo.

Your sales increases in Wichita will stick if you stick to that Selling Station in Kansas' Richest Market—

KFH
WICHITA

CBS 5000 WATTS DAY & NITE ASK ANY PETRY OFFICE

Why AMPEREX



WATER and AIR COOLED TRANSMITTING AND RECTIFYING TUBES

Even for small Amperex tubes, extraordinary processing temperatures are specified by our engineers. To achieve these, we employ high frequency induction heating with high power water cooled tube generators. This "Amperextra" drives the ocluded gases from the tube elements, after which they are pumped out in an operation for which specific and unique equipment was devised in our own tool shop. A better Amperex tube is the result . . . as substantiated by operating economy and an increased number of working hours per tube.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET BROOKLYN 1, N. Y.
EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N. Y., CABLES: "ARLAB"

SHARE YOUR BLOOD WITH A WOUNDED SOLDIER . . . VISIT YOUR BLOOD BANK TODAY

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	**Hot Springs, Ark.**
KWKH	**Shreveport, La.**
KTBS	**Shreveport, La.**
WCPO	**Cincinnati, Ohio**
WTJS	**Jackson, Tenn.**
WNOX	**Knoxville, Tenn.**
WMC	**Memphis, Tenn.**
KTBC	**Austin, Texas**
KRIC	**Beaumont, Texas**
KRLD	**Dallas, Texas**
WCHS	**Charleston, W. Va.**
WBLK	**Clarksburg, W. Va.**
WSAZ	**Huntington, W. Va.**
WPAR	**Parkersburg, W. Va.**

Smith on Video

(*Continued from page 70*)

antenna would be anchored to the building framework.

A station on the outskirts of the city would be located so as to provide satisfactory signals to residential areas. It would be placed in a locality free from noise. The plot would be large enough to contain studio and transmitter buildings and provide room for expansion. One large studio, one smaller studio, a control room, dressing room, storage space, film projection room and offices would comprise the operating portion of the building. The transmitters could be placed in the same structure or perhaps preferably in a smaller building at the other side of the plot. A tall steel tower would support the antenna.

Truck Needed

The video equipment would consist of three studio cameras, two film cameras, associated control equipment, monitors, etc. Audio equipment would comprise directional, high gain microphones slung or mounted on boom stands together with control room apparatus.

In either studio location, the use of portable type video equipment for initial installation is a possibility.

A light truck equipped with portable television pickup equipment is practically a "must" for any television station.

The factors which will vary widely with each situation are installation cost, rent or buildings, antenna support (roof modifications or supporting tower), transmission line, video studio to transmitter connection and accessory items.

The planning of a television station is, of course, far beyond the scope of a brief article such as this. The prospective station owner should avail himself of the best advice in considering the problems in detail. However, it is hoped that this material will indicate the possibilities of getting started in television, of the necessity of growing with the art and of the wisdom of starting on a reasonable basis and planning for future expansion.

Fighting Tropics

GOOD NEWS for fighters in the Pacific is the disclosure that the new research laboratory at the Belmont Radio Corp., Chicago, is undertaking intensive studies in tropicalization, the prevention of fungus growth in electronic equipment. When the Signal Corps recently released information on tropicalization in connection with battle equipment in the South Pacific, Belmont's part in the work was revealed to the public.

It's Too Soon for a Television Price Tag

Ability to Sell Should Be Criterion Of Dynamic New Medium

By RAYMOND EVERETT NELSON
Vice-President
Charles M. Storm Co., New York

MR. NELSON

ONE of the earliest recorded examples of snap judgment was set by an anonymous woman who never got to be known as anybody but Jack's mother. She was the lady, if you haven't forgotten your "Jack and the Beanstalk", who berated her son soundly for winding up a series of transactions with a handful of beans. The point is that said beans turned out to be a most fortuitous investment, what with golden eggs and all, and the fair dame might have withheld her fire until she knew a little bit more about the potentialities of the bean business.

Television has its short-sighted parents, too; and they're attempting to evaluate the medium without taking into consideration what must be, to an advertising man, its most important aspects—its selling possibilities. After over a year of exploring this extremely vital avenue, I'd like to recommend a revision of the figure on the television price tag. In fact, it seems to me that it might be an excellent idea to leave the thing blank until—well, until. There's going to be a lot more money in the television bean business than most people seem to realize.

A Dynamic Force

During a commercial television career that has serviced such variegated clients as Park & Tilford, Tintex, Official Detective Magazine, Alfred Dunhill of London, Click Magazine; Harvey Wines, Real Story Magazine and Casual Clothes Inc.—such services as WAC recruiting, the Fat Salvage Campaign, and the AWVS, we've had a chance to explore the drawing possibilities of the medium. This experimentation has convinced us that television is destined to be the most dynamic selling force in history.

For example, there is the classic story of the Yale professor and the folding globe. His demonstration of a $1 article drew over 200 letters—this, at a time in television's development when the known maximum is somewhere around 5,000 sets available to receive an advertising message. Those of us with radio background know that this would be an astounding percentage of direct sale, even accepting the highly impossible circumstances that 100% of the receivers were in working condition—which isn't very likely—and that every listener was at his post—which is, to say the least, improbable.

Then there was the Casual Clothes fashion show. Several women called to inquire about the price of costumes displayed immediately after the telecast, and several sales of expensive garments were made. This, again, at a television time when there is neither color nor sharp detail.

The WAC show deserves mention here, too, since it had its selling job to do, too. Its effect on the viewing audience was potent—so much so that one girl in the 42d floor viewing room at WABD was so moved that she took advantage of a five-minute film interlude to come into the studio and volunteer—and was sworn in over the air before the show was over!

Too Expensive!

Yes, television will sell merchandise, and sell it dramatically. As a department store executive said to me after a recent telecast, "Our industry spends millions of dollars primarily to get women down to our stores for demonstrations and sales talks. With television, you accomplish the most difficult part of the selling job for us, convincingly and graphically." And he was right; your television salesman can do just about everything short of putting the fountain pen between the prospect's fingers.

This whole situation isn't especially new, incidentally. I remember sitting in on a conference of space salesmen almost 20 years ago, a meeting called by the advertising manager of a midwestern newspaper, to discuss the potential threat radio offered to newspaper advertising. The conclave broke up on an optimistic note; rumor had it, it seemed, that half-hour radio programs were going to cost as much as $500 apiece, and it was the unanimous opinion of the seasoned advertising men present that no advertiser in his right mind could be induced to waste THAT kind of money!

A year of commercial television convinces me that today's estimates of tomorrow's television costs are largely fallacious. Oh, I'm not quarreling with the estimates as such, although in many cases I'm pretty sure that they're overly pessimistic. As a matter of fact, I've had a lot of experience budget-wise too, and I know a lot of television corners that are ripe for the cutting.

Two-fold Objection

My objections are two-fold: First, of all, I think that there's altogether too much invidious comparison with the radio budget. Radio has long been in the fantastic stage; soaring talent costs, based on what are often quite nebulous values, are rapidly becoming the aircasting norm.

I feel that the television budget is going to be affected favorably by an influx of show people, for television is simply show business turned into mass communications. Those show people have, for many years, been accustomed to working under restricted financial conditions. I think that if you contrast the thinking which has developed half-hour radio programs loaded with $15,000 to $25,000 talent fees—and there are at least several in that category—with the practical showman's spending—the kind that turned out a two-hour "Oklahoma" for $50,000 to $60,000 and dramatic shows for a fraction of that—you will get the general idea.

What Can It Do?

My other objection to premature pricing is the total impracticability of attempting to set a figure on a racehorse until you've found out how fast it can run. A sponsor, aside from being a mysterious individual, is a hardheaded business man. He's primarily interested in the sale of shoes, or toothpaste, or what have you. He's far less interested in the expenditure than he is in the income; in other words, he hasn't any objection to investing a dollar that comes back to him with interest. That's why I say that you can't put a price tag on television until you know how much toothpaste it will sell. If a telecast sells, let's say, four times as much toothpaste as its radio counterpart, isn't it conceivable that a talent budget of two to three times the cost of the radio show may still be within the realm of economic common sense?

Let's not forget today's radio lost motion, either. Half-hour network commercials rehearse—and expensively—from several hours to several days. Television isn't going to need much more time—or much more money. It'll be a matter of using your time—and your money—to better advantage.

Learning the Hard Way

Commercial television, it goes without saying, has a long, hard pull ahead. We're making—and correcting—mistakes almost weekly. And we're stowing away a lot of invaluable—and pertinent—facts as we go. We're experimenting with expensive shows and inexpensive ones, long commercials and short commercials, commercials that are partly visual and partly oral, commercials that are part of the basic action and commercials that are entirely separate. We're working with large casts and small casts, variety shows and dramatic shows, educational programs and shows that are purely entertainment.

And, through it all shines the important fact that brings me right back to my starting point: Let's do a little more considered thinking about the television beanstalk. It's going to justify a liberal expenditure of the advertiser's "Jack".

RAYMOND E. NELSON blames his entry into television on the mistaken idea that a director of daytime programs didn't have anything to do evenings. At any rate, Ray was director of daytime programs at WOR New York when that station began experimenting with television by putting on a weekly telecast at WABD, Du Mont video station, and Ray was assigned to supervise production. The anticipated chore turned out to be a challenging experience and after nearly two decades in radio as actor, announcer, sportscaster, program director and production manager, Ray found himself an enthusiastic television pioneer. Since joining Charles M. Storm Co., in charge of radio and television, he has produced several score sight-and-sound programs for the agency's many clients.

Transfer of Control of Licensee Corporations Authorized by FCC Since January 1, 1944

(As of Aug. 15, 1944)

LICENSEE, LOCATION AND ASSIGNMENT OF STATION	TRANSFEROR	TRANSFEREE	CONSIDERATION AND DATE AUTHORIZED
Twin City Broadcasting Co. (WCOU) Lewiston, Maine 1240 kc, 250 w, U	Jean B. Couture, Deceased	Faust O. Couture (Son of Jean B. and Mgr. of station	350 shares bequeathed to son by will. 1-4-44
Cascade Broadcasting Co. (KTYW) Yakima, Wash. 1460 kc, 500 w, U	Dr. J. R. Binyon L. E. Wallgren	A. W. Talbot (Owner KGEZ and KEVR)	125 shares—100%, $27,500.00. 1-11-44
WHEB, Inc. (WHEB) Portsmouth, N. H. 750 kc, 1 kw, LT	R. G. LeTourneau	Charles M. Dale (Atty. and Mayor of Portsmouth)	750 shares—100%, $60,000.00. 1-11-44
Trent Broadcast Corp. (WTTM) Trenton, N. J. 920 kc, 1 kw, U	A. Harry Zoog	Elmer H. Wene (Wene now has 173 shares—46%) Chicken Hatchery business and Congressman)	43 1/8 shares—11%, $6,468.75. 1-11-44
WKNE Corporation (WKNE) Keene, N. H. 1290 kc, 5 kw, U		M. S. Wilder and son H. C. Wilder (Also own interest in WSYR and WTRY)	By issuance of preferred stock. 1-11-44
Palestine Broadcasting Co. (KNET) Palestine, Texas 1450 kc, 100 w, Day	Bert Horswell—34% Beverly Gordon Horswell—33% Pauline Mayer Gordon Estate—33%	Billy A. Laurie—49% Leita Moye Laurie—1% (wife of Billy) Ben A. Laurie—50% (father of Billy) (Billy A. has served various broadcast stations as announcer, producer. Ben A. is Sales representative)	100 shares—100%, $7,800.00. 1-18-44
Central Broadcasting Co. (WHO) Des Moines, Iowa 1040 kc, 50 kw, U	Daniel David Palmer	B. J. Palmer, Mabel Palmer, Daniel David Palmer and Wm. M. Brandon	No money involved. Trust agreement to father, mother, son and friend to keep stock in family. 1-18-44
Anderson Broadcasting Corp. (WHBU) Anderson, Ind. 1240 kc, 250 w, U	Roy E. Blossom—499 shares Daisy B. Blossom—1 share	L. M. Kennett (Part owner and Mgr. WHBU)	500 shares—50%, $10,000.00. 1-25-44
Maine Broadcasting Co., Inc. (WLBZ) Bangor, Maine 620 kc, 5 kw, U	Thompson L. Guernsey	Eastland Broadcasting Co.	100%—$150,000.00. 2-1-44
Independence Broadcasting Co., Inc. (WHAT) Philadelphia, Penna. 1340 kc, 100 w, S-WTEL	Philadelphia Record Co.	William A. Banks (Employed Station WIP)	200 shares—100%, $22,500.00. 2-8-44
Kingston Broadcasting Corp. (WKNY) Kingston, N. Y. 1490 kc, 250 w, U	Benjamin F. Feiner, Jr.—500 shares Morris S. Novik—125 Louis J. Furman—125	Myer Wiesenthal—107 Chas. C Swaringen—107 John J. Laux—107 Richard Teitlebaum—108 Jack N. Berkman—107 Alex Teitlebaum—107 Louis Berkman—107	750 shares—50%, $15,000.00. 2-17-44
Saginaw Broadcasting Co. (WSAM) Saginaw, Mich. 1400 kc, 250 w, U	Adolph Greenebaum, Deceased—35 shares	Milton L. Greenebaum (Son of Adolph)	Oral agreement. 2-17-44

(Continued on page 128)

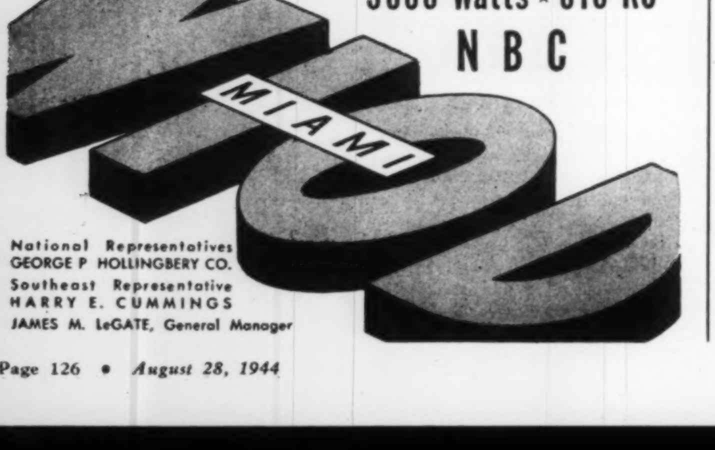
ON TOP

year after year!

★THE SOUTH FLORIDA STATION MOST PEOPLE LISTEN TO MOST

5000 Watts ★ 610 KC

NBC



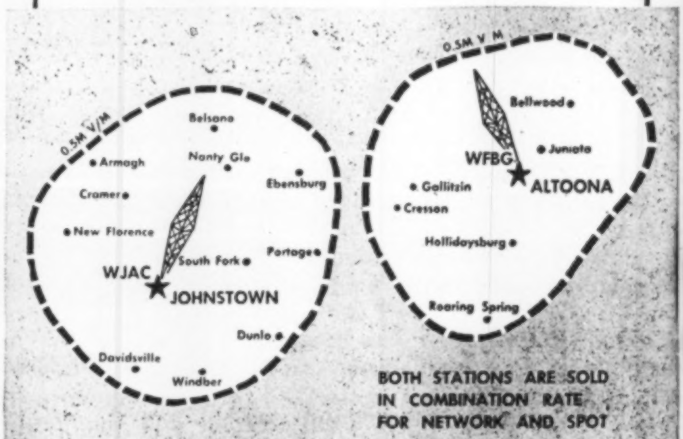
National Representatives
GEORGE P HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

on deck
to greet you

N.A.B.
S.S. PALMER HOUSE

Drop anchor at Standard Radio Headquarters in the Palmer House during the NAB Convention—and spin a yarn with those well-known "sale-ers" JERRY KING, MILT BLINK, ALEX SHERWOOD, JACK RICHARDSON, HERBERT DENNY, and GUS HAGENAH. You'll find it a mighty friendly harbor—and maybe we can help you set your course for the Port of Postwar Prosperity!

ROOM NO.
731 - 732

*. . and of course—
another of STANDARD'S
famous SOUVENIR RECORDS*

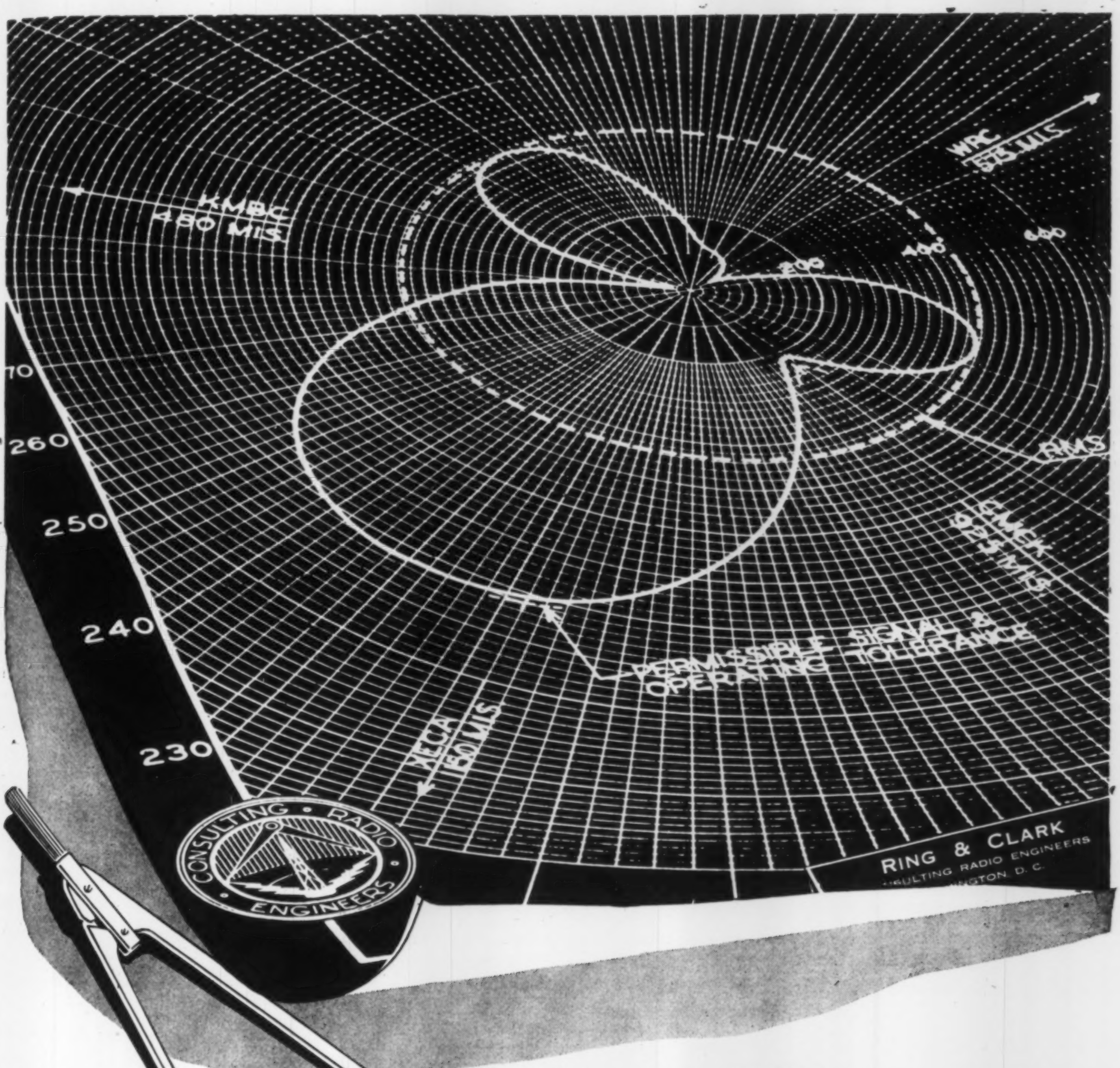
Standard Radio

"THE MOST POPULAR OF THE LIBRARY SERVICES"

NEW YORK • CHICAGO • HOLLYWOOD • DALLAS

LICENSEE, LOCATION AND ASSIGNMENT OF STATION	TRANSFEROR	TRANSFEREE	CONSIDERATION AND DATE AUTHORIZED
Lehigh Valley Broadcasting Co. (WSAN) Allentown, Penna. 1470 kc, 500 w, U	Allentown Call Publishing Co.—495 shares	Royal W Weiler—50 J. Calvin Shumberger, Sr.—165 David A. Miller—15 Fred W. Weiler—115 Samuel W. Miller—50 Donald P. Miller—50 Miller Associates—50 (Interest in newspaper)	495 shares for $44,906.40. 2-29-44
Inland Radio, Inc. (KBKR) Baker, Oreg. 1490 kc, 250 w, U	Glenn E. McCormick—40 Paul V. McElwain—130	Marshall E. Cornett—150 (State Senator) Lee W. Jacobs—20. Was Promotion Mgr. KFJI, temporarily employed at newspaper.	170 shares—100% $20,000.00. 2-29-44
Oregon Radio, Inc. (KSIM) Salem, Oreg. 1390 kc, 1 kw, U	H. B. Read—150 shares	Paul V. McElwain—130 shares—Automobile Dealer, owned part KBKR. Glenn E. McCormick—20 shares. Mgr. KBKR but selling interest in KBKR.	150 shares—100%, $69,000.00. 2-29-44
Springfield Broadcasting Co. (KGBX) Springfield, Mo. 1260 kc, 5 kw, U	Lester E. Cox—118 Ralph D. Foster—84½ C. Arthur Johnson—40½ L. M. Magruder—7	Springfield Newspapers, Inc.—250 shares, in addition to 246 now holds.	250 shares—50%, $25,000.00. 2-29-44
Ozarks Broadcasting Co. (KWTO) Springfield, Mo. 560 kc, 1 kw 5kw-LS, U	Springfield Newspapers, Inc.—496 H. S. Jewell—1 T. W. Duvall—1 Tams Bixby, Jr.—1 Jeanne Bixby—1	Lester E. Cox—472 Ralph D. Foster—338 C. Arthur Johnson—162 L. M. Magruder—28 (Above amount of shares each will have after sale)	500 shares—50%, $100,000.00. 2-29-44
WKBH, Inc. (WKBH) La Crosse, Wisc. 1410 kc, 1 kw, U	Harry Dahl	Howard Dahl Kenneth Dahl Dorothy Dahl Catherine Dahl Wood (100 shares each)	400 shares—gift from father to children. 3-7-44
Jacksonville Broadcasting Corp. (WPDQ) Jacksonville, Fla. 1270 kc, 5 kw, U	Ernest D. Black—28.4% E. G. McKenzie—30% Mrs. Margaret Curtis—1.6%	L. D Baggs Macon, Ga. (Public accountant)	18 shares out of 30-60%, $180,325.75. 3-14-44
Thomas Patrick, Inc. (KWK) St. Louis, Mo. 1380 kc, 1 kw 5 kw-LS, U	Grace C. Convey	Robert T. Convey (Pres. Treas. KWK) (Will have 84 shares)	$105,950 for 52%. 3-21-44
Liner's Broadcasting Station, Inc. (KMLB) Monroe, La. 1230 kc, 250 w, U	J. C. Liner, Jr. (Relinquishment of control)	Mrs. Melba Liner Gaston (Sister of J. C. Liner, Jr.) (Will have 49.9%)	498 shares or 49.8% being exchanged for 498 shares of common stock of Liner's Laundry, Inc. 3-21-44
KOVC, Inc. (KOVC) Valley City, N Dak. 1490 kc, 250 w, U	Milton Holiday—37 Herman Stern—38 E. J. Pagg—37	Robert E. Ingstad (Now owns 12 shares—will have 124 shares or 62%)	112 shares or 56% for $3,920.00 or $50 per share if taken out in advertising over station. 3-21-44
Poughkeepsie Broadcasting Corp. (WKIP) Poughkeepsie, N. Y. 1450 kc, 250 w, U	Richard E. Coon	Poughkeepsie Newspapers, Inc. (Interest in WGNY, KDON, and KFBC) Now has 39% common and 78.75% preferred, will have 99% common and 98.75% preferred.	480 shares common, 60% and 80 shares, 20% preferred, $10,600. 3-21-44
Hildreth and Rogers Co. (WLAW) Lawrence, Mass. 680 kc, 5 kw, U	Alexander H. Rogers, Deceased	Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, co-executors under the will of Alexander H. Rogers, deceased.	501 shares or 83½%—no money involved. 3-21-44
Southeastern Broadcasting Co., Inc. (WMAZ) Macon, Ga. 940 kc, 5 kw, U	E. K. Cargill	Southeastern Brd. Co., Inc. to purchase 279 shares from Cargill to be held in treasury. Will leave George P. Rankin, Jr., in control.	279 shares or 41% $120,000.00. 4-4-44
Central States Broadcasting Co. (KOIL) Omaha, Nebr. 1290 kc, 5 kw, U	Sidles Co.—500 State Journal Printing Co.—250 Star Printing Co.—250	Charles T. Stuart James Stuart (Stuart Investment Co.)	1,000 shares or 100%, $250,000. 4-18-44
Cornbelt Broadcasting Co. (KFOR) Lincoln, Nebr. 1240 kc, 250 w, U	Sidles Co.—501 State Journal Printing Co.—250 Star Printing Co.—249	Charles T. Stuart James Stuart (Stuart Investment Co.)	1,000 shares or 100%, $100,000. 4-18-44
Tacoma Broadcasters, Inc., (KTBI) Tacoma, Wash. 1490 kc, 250 w, U	C. C. Cavannaugh	Harold S. Woodworth (General Construction Contractor.) (Now owns 10 shares and will own 119 out of 200.)	109 shares common out of 200, $13,080 00. 4-25-44
KMTR Radio Corp. (KMTR) Los Angeles, Calif. 570 kc, 1 kw, U	Reed E. Callister (Relinquishment of Control)	Gloria Dalton Secty. KMTR (Now has none but will get 337½ from Callister and 162½ from K. L. Banning making 50%)	337½ shares or 33.75% Court Order. 5-16-44
WDSM, Inc. (WDSM) Superior, Wisc. 1230 kc, 250 w, U	Victoria B. Conroy	Roland C. Buck (Engineer)	45 shares or 45%, $18,000.00.
Black Hills Broadcast Company of Rapid City (KOBH) Rapid City, S. Dak. 1380 kc, 5 kw, U	Tri State Milling Co.—46 C. A. Quarnberg—14 E. F. Gronert—10 P. R. Quarnberg—10 Geo. E. Bruntlett—10 Wm. McNulty—10	Robert J. Dean (Now has 47.5 shares, will have 147.5 out of 150)	100 shares common and 111 preferred, $32,000.00. 5-23-44
Indiana Broadcasting Corp. (WIBC) Indianapolis, Ind. 1070 kc, 5 kw, U	H. G. Wall Margaret B. Wall Thelma M. Lohnes	Indianapolis News Publishing Co., Inc. (Publisher)	1,000 shares common—100%, $440,000.00. 5-30-44
Sweetwater Radio, Inc. (KXOX) Sweetwater, Tex. 1240 kc, 250 w, U	George Bennitt—37½ Russell Bennitt—37½ Jas. H. Beall, Jr.—15 Joe H. Boothe—2½ R. M. Simmons—10 H. M. Rogers—15 C. R. Simmons—10 Harley Sadler—10 Maynette Doscher, Executrix of Estate of J. H. Doscher, deceased—12½	Wendell Mayes—75 (Brownwood, Tex., Mgr. KBWD) J. S. McBeath—38 (Sweetwater, Tex. Editor Sweetwater Reporter) Mittie Agnes McBeath—37 (Sweetwater, Tex. Adv. Mgr. Sweetwater Reporter)	150 shares Common—100%, $15,000.00. 5-30-44
Arkansas Broadcasting Co. (KBRA) Little Rock, Ark. 1010 kc, 5 kw 10 kw-LS, U	A. L. Chilton	Gazette Publishing Co. (Now owns 599 shares, will own 2,999)	2,400 shares out of 3,720—64.5%, $275,000.00. See A1 for KGHI. 5-30-44
WCOL, Inc. (WCOL) Columbus, Ohio 1230 kc, 250 w, U	Kenneth B. Johnston	Lloyd A. Pixley and Martha P. Pixley—51% Milton A. Pixley and Grace M. Pixley—49% (Lloyd & Milton in Wholesale Electric Supply business. Lloyd is Gen. Mgr. of Fort Industry Co.)	250 shares or 100%, $250,000.00. 5-30-44
KID Broadcasting Co. (KID) Idaho Falls, Idaho 1350 kc, 500 w 5 kw-LS, U	Jack W. Duckworth	Walter Bauchman—33 1/3% Idaho Falls, Idaho H. F. Laub—33 1/3% Logan, Utah L. A. Herdti—33 1/3% Ogden, Utah (All engaged in electrical work. Laub owns 40% KVNU)	250 shares or 100%, $100,001.00. 6-6-44
Silver Broadcasting Co. (KWAL) Wallace, Idaho 1450 kc, 250 w, U	Clarence Berger	J. R. Binyon Seattle, Wash. (Optometrist 30 years)	500 shares or 50%—Decree of Superior Court of State of Wash. 6-13-44
Palm Beach Broadcasting Corp. (WWPG) Palm Beach, Fla. 1340 kc, 250 w, U	Charles E. Davis	Ajax Corp. Cleveland, Ohio (Brewing business—James A. Bohannon, Pres.	125 shares or 50%. $12,500.00 plus $17,500 worth of mortgages for $17,500. 6-13-44

(*Continued on page 132*)


KMBC
480 MI/S
WPC
575 MI/S
200
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600
RMS
CMCK
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240
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WELO
TUPELO
WCBI
COLUMBUS
MISSISSIPPI

a study in extremes

The Mid-South Network (World's Smallest), affiliated with The Mutual Network (World's Largest), points with pride to this picture of listening in Columbus, Miss., as recorded by C. E. Hooper, Inc., for the Spring of 1944:

INDEX	WCBI	STA. "B"	STA. "C"	STA. "D"	OTHERS
8:00 AM—12:00 NOON MON. thru FRI.	84.8	1.9	8.2	1.9	3.2
12 NOON—6:00 PM MON. thru FRI.	85.6	6.7	7.7	0.0	0.0
6:00 PM—10:00 PM SUN. thru SAT.	61.9	11.8	11.3	5.6	9.4

MARKET DATA, COLUMBUS AND TUPELO:

Population	over 800,000
Radio Homes	over 80,000
Retail Sales	over $65,000,000

Birney Imes Jr., Owner
WCBI
COLUMBUS

Bob McRaney, Gen. Mgr.
WELO
TUPELO

Damm Replies to Lodge

(*Continued from page 54*)

all years. The phenomenon of very short bursts of long distance interference appears to be closely associated with, and possibly a manifestation of, sporadic-E transmission. *The extent of these effects, however, is not such as to seriously impair the value of these frequencies. It may also be stated that no radio frequencies are free from transmission vagaries.*

I surmise that a general statement of this kind is all that the Panel wishes. If it desires specific propagation data so as to go into the subject quantitatively I shall be glad to take up the request with the military committee which controls the work of my laboratory.

Note particularly the portions of Dr. Dellinger's letter which I have italicized. It would seem that this opinion coming from a man who obviously has more accumulative information on this subject available than anyone else should settle this issue once and for all. It did in so far as the membership of Panel 5 was concerned and for the time being it did for Mr. Lodge too. After Mr. Jansky had submitted Dr. Dellinger's reply to the Panel for its information, the Panel voted 27 to 11 in favor of keeping the FM band at that portion of the spectrum where it now is located, namely in the vicinity of 550 megacycles. Mr. Lodge voted with the majority on this issue.

Scope of Data

Now, a diligent search for truth on the part of the Acting Chief Engineer of CBS is to be highly commended. However, there is a difference between a presentation of all of the facts and emphasis of only those which substantiate a given conclusion. Why does Mr. Lodge refuse to accept the verdict of the high and competent authority to which he, himself, desired this question referred? Why do we have widely publicized in your magazine this attempt based upon what is obviously a limited amount of data to find fault with the present position of FM when even a layman like myself knows that FM is better able to overcome interference and noise than any other type of modulation?

If we cannot use this portion of the spectrum for an FM modulation service, in the name of all that's fair and reasonable, what kind of a service can we use it for? Certainly not television as is intimated by the Interdepartmental Radio Advisory Committee, because in accordance with the Television Panel's own report, television is 25 to 50 times as vulnerable to interference as FM. In the light of all available facts, what better place in the radio spectrum is there for FM broadcasting? Is thorough engineering being used to guide the proper development of the radio art or is engineering data limited in scope being used to substantiate conclusions already reached?

The marked superiority of FM broadcasting over anything now possible in the AM band has been amply demonstrated and is admitted by all. No portion of the radio spectrum possesses ideal characteristics for any service. As Dr. Dellinger has so succinctly put it: "It may also be stated that no radio frequencies are free from transmission vagaries", therefore, until someone adequately and completely proves that when all of the facts are considered there is a better place for FM broadcasting than in the vicinity of 50 mc, let's quit trying to focus a microscope upon minute flaws in the ether which everyone admits exist and direct our honest and sincere attention to the development of the kind of a radio broadcasting structure which the people of the United States are entitled to and which takes the fullest possible advantage of the tremendous noise and interference reduction properties of Frequency Modulation.

First we had to dispel the smoke screen of automobile ignition interference—that this bugaboo would forever make an FM broadcast system impossible. Now it's the smoke screen of bursts. Now it's sun spots. Each in its turn was proven just what it is—a poorly conceived argument against the almost miraculous acceptance of FM by the majority of not only engineers but that part of the public which had a fair contact with FM broadcasting.

WALTER J. DAMM,
President
FM Broadcasters Inc.

Milwaukee,
Aug. 18.

Surprises in Television Seen by Dr. De La Rosa

DR. LUIS DE LA ROSA, of Mexico City, chairman of the National Chamber of the Radio Broadcasting Industry, Mexico, and a member of the Consultative Commission on Radio of the Dept. of Communications & Public Works of Mexico, who recently came to this country to study radio and television developments, shortwaved a talk to Mexico through the facilities of NBC's international department.

In his address, re-broadcast by XEW, NBC Pan-American Network affiliate in Mexico City, Dr. De La Rosa predicted that in the not-too-distant future, radio, before any other medium, will announce the complete victory of our arms and ideals.

Television, which will soon be within the reach of the most humble, he said, "reserves for us really incalculable surprises . . . and will become a very important factor in the raising of the cultural level of the people."

There are 172 stations in Mexico this year as compared to one in 1923, and there are more than 1,800,000 radio sets in the Republic of which 200,000 are in Mexico City and its environs, he stated.

Spots for Thieves

THIEVES—WTAG Worcester has a message for you! Keep your radios tuned in and hear the daily announcements on that station telling you that those War Bonds you have been lifting from their owners are redeemable only by those to whom they are issued. WTAG also tells the owners to record bond serial numbers.

ATLANTIC
Broadcast
Today WWSW
ATLANTIC
ATLANTIC

The Atlantic Refining Company has made a great many friends in Pittsburgh during the last seven years

And isn't making friends after all the goal that every business house having something to sell to people, strives (or should strive) constantly to achieve. It's that intangible and yet most precious element without which no business can succeed . . . good will. So for seven years . . . since 1937* the Atlantic Refining Company has sponsored the broadcasts of big league baseball and football games (college and professional) over WWSW. There's no way of telling or showing just how many friends . . . how much good will Atlantic Refining has created for itself and how much acceptance it has gained for its products but when 10,000 requests are made for admission tickets to a "Sunday Afternoon Party" at Carnegie Hall and 7500 letters and postcards are received registering listener votes for their favorite crooner (one announcement) and the Nixon Theatre was packed to its 2300 capacity for 16 successive Sundays on the broadcast of War Workers Victory Varieties . . . all WWSW productions . . . it's fair to assume that Atlantic Refining Company has made many, many thousands of friends and customers in the last seven years. WWSW can help any and every merchant and manufacturer to build good will and sell what they have to sell . . . efficiently, effectively and economically.

*WWSW has been broadcasting Pittsburgh Pirates National League games since 1932

Pittsburgh's 24 hour station **WWSW**

ATOP THE KEYSTONE HOTEL
Pittsburgh 30, Penna.

1490 ON YOUR DIAL

REPRESENTED NATIONALLY BY FORJOE AND COMPANY

LICENSEE, LOCATION AND ASSIGNMENT OF STATION	TRANSFEROR	TRANSFEREE	CONSIDERATION AND DATE AUTHORIZED
Julius Brunton & Sons Co. (KJBS) San Francisco, Calif. 1100 kc, 500 w, Limited	Mott Q. Brunton Sherwood B. Brunton Ralph R. Brunton Mary Brunton	William B. Dolph—15% Hope D. Pettey—25% Elizabeth N. Bingham—20% D. Worth Clark—10% Helen S. Mark—5% Glenna G. Dolph—10% Edwin P. Franklin—10% Alice H. Lewis—5%	275 shares or 100%, $200,000.00 6-20-44
City Broadcasting Corp. (WELI) New Haven, Conn. 960 kc, 500 w 1 kw-LS, U	Arde Bulova Harold A. LaFount Herman Stutz F. V. Goldstein	Harry C. Wilder—22.8% (Syracuse, N. Y., Mgr. WSYR) Central N. Y. Brd. Corp.—38.6%, Syracuse, N. Y. Troy Broadcasting Co.—38.6%, Troy, N. Y.	100% stock for $220,000.00 includes $35,000.00 for stock of Halco Realty Co., Inc. 6-27-44
WJJD, Inc. (WJJD) Chicago, Ill. 1160 kc, 20 kw, Limited	H. Leslie Atlass Ralph L. Atlass Ralph Louis Atlass	Marshall Field (Sole Proprietor of The Chicago Sun)	15,000 shares common or 100%, $660,000.00 and 360 shares preferred out of 900 for $36,000.00, Total $696,000.00. 7-5-44
Interstate Broadcasting Co., Inc. (WQXR and WQXQ) New York, N. Y. 1560 kc, 10 kw, U	John V. L. Hogan	The New York Times Co.	100% stock—$987,500.00. 7-18-44
KTAR Broadcasting Co. (KTAR) Phoenix, Ariz. 620 kc, 5 kw, U	Arizona Publishing Co.	John J. Louis (Advertising Executive)	50,000 shares out of 64,706 or 77.3%—$375,000.00. 7-18-44
Yuma Broadcasting Co. (KYUM) Yuma, Ariz. 1240 kc, 250 w, U	R. N. Campbell—5,850 D. Morgan Campbell—3,750 Eleanor McCoy—2,750	John J. Louis (Has 24,500 shares out of 25,000)	12,350 shares out of 25,000—$15,437.50. 7-18-44
WINX Broadcasting Co. (WINX) Washington, D. C. 1340 kc, 250 w, U	Lawrence J. Heller Agnes W. Heller Agnes W. Heller as Trustee Richard K. Lyon	Eugene Meyer & Co. a partnership composed of Eugene Meyer and Agnes Meyer d/b as The Washington Post	100%—$500,000.00. 7-18-44
Southwest Broadcasting Co. (KYCA) Prescott, Ariz. 1490 kc, 250 w, U	Albert Stetson	KTAR Broadcasting Co. (Licensee KTAR—now has 121 shares or 48.4%, this makes 186 out of 250)	65 shares out of 250 shares. $6,500.00. 7-18-44
KFJI Broadcasters, Inc. (KFJI) Klamath Falls, Oreg.	George Kincaid, Executor of the Last Will and Testament of John A. Kincaid, Deceased.	George Kincaid (Pres.-Treas. KFJI)	64 shares or 64%—Will and Court Order. 7-25-44
New Jersey Broadcasting Corp. (WHOM) Jersey City, N. J. 1480 kc, 500 w 1 kw-LS, U	Paul F. Harron Joseph Lang Margaret Harron Helen R. Lang	Iowa Broadcasting Co. (Licensee KRNT and WMT)	2,500 shares or 100%, $403,528.63. 7-25-44
Williamson Broadcasting Corp. (WBTH) Williamson, W. Va. 1400 kc, 250 w, U	George W. Taylor Wm. P. Booker Wm. B. Hogg	Lewis C. Tierney Helen S. Tierney (Bluefield, W. Va. Lewis C.—coal business)	144 shares or 100%, $26,000.00. 8-2-44
Richmond Radio Corp. (WRNL) Richmond, Va. 910 kc, 5 kw, U	John Stewart Bryan—60% Douglas S. Freeman—20% D. Tennant Bryan—20%	Richmond Newspapers, Inc. (Publisher)	500 shares or 100%—Cancellation of $25,000 notes of Transferors held by Transferee. 8-8-44
The Marion Broadcasting Co. (WMRN) Marion, Ohio 1490 kc, 250 w, U	Howard F. Guthery Florence Guthery	R. T. Mason (Already has 99 and this will make 200 or 100%—Pres. and Treas. WMRN)	101 shares or 50.5%, $13,837.00. 8-8-44

Assignment of Licenses and/or Construction Permits Authorized by FCC Since January 1, 1944

(As of Aug. 15, 1944)

ASSIGNOR, LOCATION and ASSIGNMENT OF STATION	ASSIGNEE	CONSIDERATION and DATE AUTHORIZED
M. C. Reese (KPHO) Phoenix, Ariz. 1230 kc, 250w, U	Phoenix Broadcasting, Inc. (Rex Schepp, Pres., 33 1/3%—Mgr. WIRE and 25% stock WPAT; Geo. E. Wood, V.P., Atty., Phoenix; J. P. Mason, Secty. Treas., was Program Director WIRE and KOB; Gene Autry—20%—Sergt. U. S. Army; Eugene Pulliam—32%—Pres. of Central Newspaper, Inc.)	$60,000.00 1-11-44
J. W. Birdwell (WBIR) Knoxville, Tenn. 1240 kc, 250w, U	American Broadcasting Corp. (Licensee of WLAP)	$135,000.00 1-11-44
WDSU, Inc. (WDSU) New Orleans, La. 1280 kc, 5kw, U	E. A. Stephens, Fred Weber and H. G. Wall, d/b as Stephens Broadcasting Co.	Change from a corporation to a partnership only. 2-17-44
Donald C. Treloar (KGEZ) Kalispell, Mont. 1340 kc, 100w, U	A. W. Talbot (Owner KEVR and KTYW)	Lease agreement for 20 years—$100 for 6 mos. option to lease, $15,000 for first 3 yrs. rent, lease to run for 20 yrs. at $5000 per yr , option to buy for $16,000 after first 156 mos. 2-29-44
Ralph A. Horton (WFTL) Miami, Fla. 710 kc, 10kw, U	The Fort Industry Company	$275,000.00 2-29-44
The Yankee Network, Inc. (WAAB) Worcester, Mass. 1440 kc, 5kw, U The Yankee Network, Inc. (WEAN) Providence, R. I. 790 kc, 5kw, U The Yankee Network, Inc. (WICC) Bridgeport, Conn. 600 kc, 500w 1kw-LS, U The Yankee Network, Inc. (WNAC) Boston, Mass. 1260 kc, 5kw, U	The Winter Street Corp	No money involved. 2-29-44
Enrique Abarca Sanfeliz (WIAC) Hato Rey, Puerto Rico 580 kc, 5kw, U	Radio Station WIAC, Inc. (Enrique Abarca Sanfeliz—Pres. 20%—2 shares however 1440 more shares to be issued to Sanfeliz upon approval) Four other stockholders each have 2 shares.	$144,000.00 paid by issuing Sanfeliz 1440 shares. 2-29-44
J. D. Falvey (KBIZ) Ottumwa, Iowa 1240 kc, 250w, U	KBIZ, incorporated (James J. Conroy, Superior, Wis.—Pres. and 99.6%—Lawyer and part owner of WDSM).	$60,000.00 3-28-44
L. J. Duncan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen, Aubrey Gay, d/b as Valley Broadcasting Co. (WDAK) Columbus, Ga. 1340 kc, 250w, U	L. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co.	Aubrey Gay sold 5% interest in partnership to Leila Duncan for $1 and other consideration not mentioned. 3-28-44
Knox Radio Corporation (WKBV) Richmond, Ind. 1490 kc, 250w, U	Central Broadcasting Corp.	No money involved. Assignee is parent corp. 3-28-44
Walter H. McGenty (WJMC) Rice Lake, Wisc. 1240 kc, 250w, U	Walter C. Bridges (Owns interest in WEBC, WHLB, WMFG and WEAU)	$17,500.00 4-11-44
Oklahoma Broadcasting Co., Inc. (KTOK) Oklahoma City, Okla. 1400 kc, 250w, U	O. L. Taylor (Owns interest in KRGV, KTSA and KFMB)	$150,000.00 4-18-44

(Continued on page 134)

MYCALEX 400

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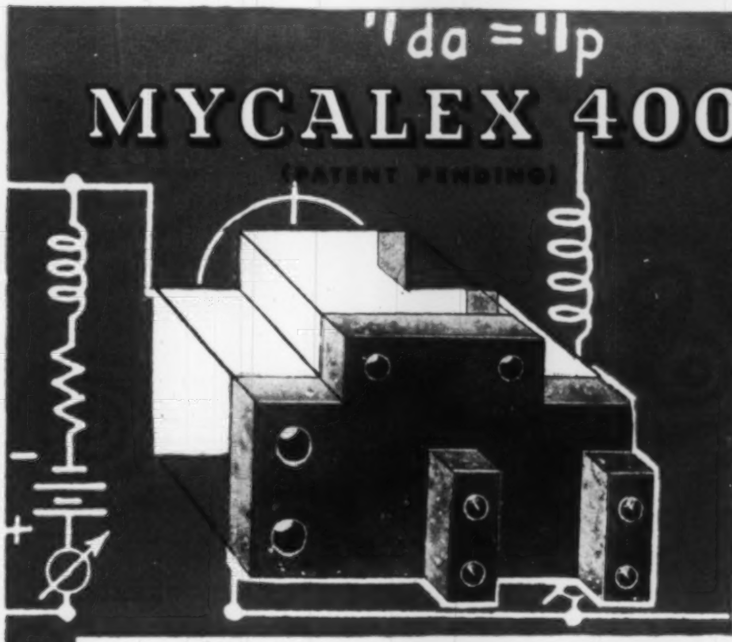

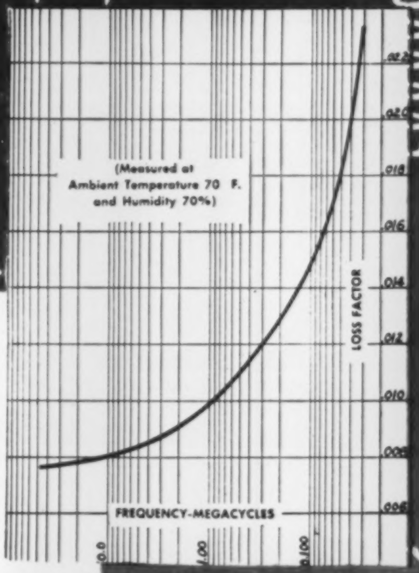

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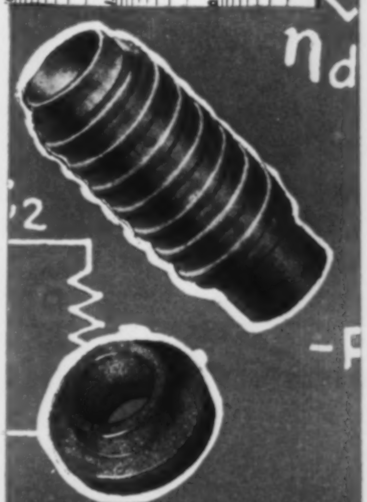
At last designers of tomorrow's high frequency apparatus have an improved type of glass-bonded mica insulation to specify where new advancements in low-loss characteristics are desired, as in ultra high frequency applications.

Just as the original MYCALEX was a vast improvement over other ceramics, so the new MYCALEX 400 is a comparable advancement over all early forms of glass-bonded mica.

MYCALEX 400 meets government specifications for L-4 characteristics, by virtue of its pronounced low-loss factor of 0.013 at 1 megacycle, and its surface resistivity of 300,000 megohms. Its power factor is 0.0018 at 1 megacycle, in accordance with American War Standard C-75.1 -1943 (Jan. 1-10). Its dielectric constant is unchanged from 50 kilocycles to 10 megacycles. MYCALEX 400 can be machined with greater precision . . . drilled, tapped, milled, sawed, turned and threaded.

Improved postwar h f equipment deserves this newly refined and perfected electronic insulation. Let us supply your stock requirments in sheets and rods; or have us fabricate component parts to your specifications. Write for full details and samples.



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"OWNERS OF 'MYCALEX' PATENTS"

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NEW JERSEY

Executive Offices: 30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

ASSIGNOR, LOCATION and ASSIGNMENT OF STATION	ASSIGNEE	CONSIDERATION and DATE AUTHORIZED
Capital Broadcasting Co., Inc. (WCOV) Montgomery, Ala. 1240 kc, 250w, U	G. W. Covington, Jr. (Now owns 196½ out of 250 shares and is Pres. of WCOV)	Remaining 63½ shares transferred to Covington and Covington to assume all liabilities. 4-25-44
Paducah Broadcasting Co., Inc. (WHOP) Hopkinsville, Ky. 1230 kc, 250w, U	Hopkinsville Broadcasting Co., Inc. (Same officers as previous)	Paducah Broadcasting Co., Inc. to have 66 2/3% of stock plus $1,500.00. 5-2-44
Paducah Broadcasting Co., Inc. (WSON) Henderson, Ky. 860 kc, 500w, Day	Henderson Broadcasting Co., Inc. (Same officers as previous)	Paducah Broadcasting Co., Inc. to have 59% of stock plus $8,251.35. 5-2-44
The Garden City Broadcasting Co. (Homer A. Ellison and Frand D. Conard) (KIUL) Garden City, Kansas 1240 kc, 100w, U	Frand D. Conard tr/as Radio Station KIUL	$1.00 and other considerations. 5-16-44
Fred O. Grimwood (KLCN) Blytheville, Ark. 900 kc, 1kw, Day	Harold L. Sudbury (Mgr. of KLCN)	$15,865.12 6-6-44
Southern California Broadcasting Co. (KWKW) Pasadena, Calif. 1430 kc, 1kw, Day	Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, d/b as Southern California Bcstg. Co. (Neal—Pres. KWKW and with Douglas Aircraft Corp. in special capacity; Foley—Contractor; Buhlig—employed by Foley; Earl—Orange grove owner and operator). (Neal & Buhlig to be general partners and Earl & Foley limited partners).	$64,000.00 plus pay off any indebtedness. 5-16-44
Oshkosh Broadcasting Co. (WOSH) Oshkosh, Wisc. 1490 kc, 250w, U	Myles H. Johns, Wm. F. Johns, Jr., Wm. F. Johns and Frederick W. Renshaw, d/b as Oshkosh Broadcasting Co.	Change from corp. to partnership, only. 5-30-44
Arkansas Broadcasting Co. (KGHI) Little Rock, Ark. 1230 kc, 250w, U	A. L. Chilton and Leonore H. Chilton, d/b as KGHI Broadcasting Service. (Interest in KGHI, KLRA and KSKY)	348 shares of KLRA traded for KGHI. See TC for KLRA. 5-30-44
Ruth W. Finley, Executrix of the Estate of E. L. Finley, Deceased, (KSRO) Santa Rosa, Calif. 1350 kc, 1kw, U	Ruth W. Finley (Owner Press Democrat Publishing Co.)	Court Order. 6-13-44
Baylor University and Carr P. Collins (KWBU) Corpus Christi, Texas 1010 kc, 50kw, Day	The Century Broadcasting Co. Baylor University—750 shares, Carr P. Collins to pay for same and Baylor to pledge shares as security; James M. Collins (son of Carr) 100 shares; Crazy Water Co.—250 shares; Fidelity Union Life Ins. Co. of Dallas—140 shares; Pat O'Daniel—130 shares; Mike O'Daniel—130 shares.	1500 shares—$100 par value. 6-13-44
J. E. Richmond, Percy M. Whiteside, Homer W. Wood and Visalia Publishing Co., d/b as Tulare-Kings Counties Radio Associates (KTKC) Visalia, Calif. 940 kc, 5kw, U	J. E. Richmond, Homer W. Wood, Percy M. Whiteside, Morley M. Maddox and Charles A. Whitmore, d/b as Tulare-Kings Counties Associates.	Visalia Publishing Co. is voluntarily dissolving and liquidating and transferring its interest in kind to its stockholders, Maddox and Whitmore taking its place as partners. 6-27-44
South Carolina Broadcasting Co., Inc. (WCSC) Charleston, S. Car. 1390 kc, 500w 1kw-LS, U	John M. Rivers (Mgr. WCSC)	$1,200.00 per month rent for 12 years. 6-27-44
Radio Station KRMD, Inc. (KRMD) Shreveport, La. 1340 kc, 250w, U	T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford, Sr. and Mrs. R. M. Dean, d/b as Radio Station KRMD	Change from corp. to partnership only. 7-11-44
J. Leslie Doss (WJLD) Bessemer, Ala. 1400 kc, 250w, U	George Johnston, Birmingham, Ala. (Industrial banking business)	$106,000.00 7-18-44
Earle C. Anthony, Inc. (KECA) Los Angeles, Calif. 790 kc, 5kw, U	Blue Network Co., Inc.	$800,000.00 7-18-44
Iowa Broadcasting Co. (KSO) Des Moines, Iowa 1460 kc, 5kw, U	Kingsley H. Murphy (Newspaper executive)	$275,000.00 7-25-44
Frank E. Hurt, (KFXD) Nampa, Idaho 12[illegible]0 kc, 250w, U	Frank E. Hurt and Son (Frank E. Hurt—now licensee, his son Edw. P. Hurt has been Chief Engr. KFXD for 8 yrs.)	No money involved. 7-25-44
WSIX, Inc. (WSIX) Nashville, Tenn. 980 kc, 5kw, U	Jack M. Draughon, Louis R. Draughon, d/b as WSIX Broadcasting Station.	Change from Corp. to partnership only. 8-1-44
Ben E. Stone (KLBM) LaGrande, Oregon 1450 kc, 250w, U	Inland Radio, Inc., Baker, Oregon (Licensee of KBKR)	$15,000.00 8-8-44
Joe W. Engel (WDEF) Chattanooga, Tenn. 1400 kc, 250w, U	WDEF Broadcasting Co.	From individual to corporation controlled by him. 8-8-44
Forrest Broadcasting Co., Inc., Hattiesburg, Miss. (WFOR) 1400 kc, 250w, U	C. J. Wright, B. M. Wright and C. J. Wright, Jr., d/b as Forrest Broadcasting Company	No money involved. Change from corp. to a partnership only. 8-15-44

Applications Pending Before FCC for Transfer of Control of Licensee Corporations

(*As of Aug. 15, 1944*)

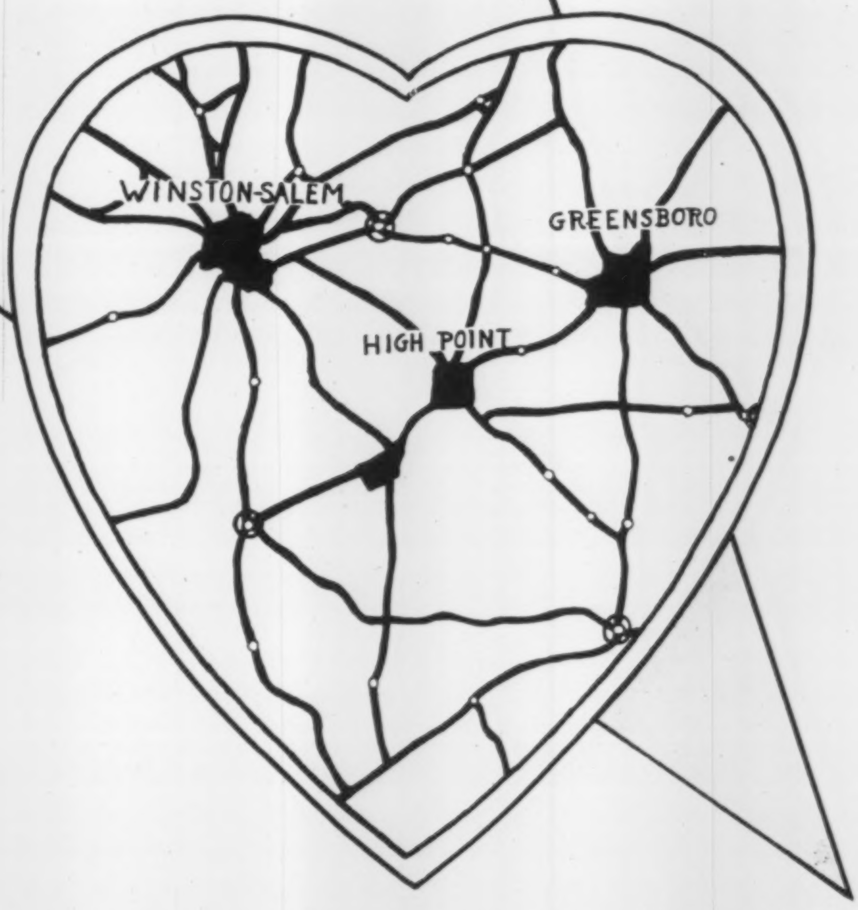
LICENSEE AND LOCATION (With Date of Filing)	TRANSFERORS	TRANSFEREES	CONSIDERATION
North Jersey Broadcasting Co., Inc. (WPAT) Paterson, N. J. 2-10-43 930 kc, 1 kw, Daytime	Frank Falknor and Rex Schepp	Donald Flamm, New York, N. Y.	50% of stock $49,000.00.
Kanawha Valley Broadcasting Co. (WGKV) Charleston, W. Va. 12-10-43 1490 kc, 100 w, U	Worth Kramer (Now has 100 shares—40%).	Eugene Custer, Charleston, W. Va. (movie theatre owner) (Now has 75 shares and buying 14 more). Richard M. Venable, Charleston, W. Va. (Structural steel business) (Now has 75 shares and buying 14 more).	Kramer selling 28 shares for fair market value at time of sale.
WODAAM Corp. (WOV) New York, N. Y. 2-8-44 1280 kc, 5kw, Shares with WHBI	Arde Bulova and Harry D. Henshel	Murray Mester and Meyer Mester (Producers and Distributors of Balboa Oil—Brooklyn Food manufacturers and distributors).	50% of Class A and 80% of Common stock $300,000.00.
Upstate Broadcasting Corp. (WNBZ) Saranac Lake, N. Y. 3-27-44 1320 kc, 100 w, Daytime	Carl F. Woese	John F. Grimes (Mgr. WNBZ—also contributing writer to Syracuse Post Standard and New York Times.	250 shares—100% $2,400.00.

(*Continued on page 136*)

STATION FOR NORTH CAROLINA'S NUMBER ONE MARKET

The Prosperous

HEART OF THE PIEDMONT


WINSTON-SALEM
GREENSBORO
HIGH POINT

WSJS

in Winston-Salem

5000 WATTS-600 KC.

●

Represented by

HEADLEY-REED COMPANY

(FM) AFFILIATE WMIT

LICENSEE AND LOCATION (With Date of Filing)	TRANSFERORS	TRANSFEREES	CONSIDERATION
Puerto Rico Advertising Co. (WPRA) Mayaguez, P. R. 3-7-44 990 kc, 1 kw 5 kw-LS, U	Ralph Perez Perry	Andres Camara Mayaguez, P. R. (Pres. WPRA)	77 shares Common—out of 236 shares—$30,000.00. Camara now owns 115 shares.
Muscle Shoals Brd. Corp. (WLAY) Muscle Shoals City, Ala. 4-18-44 1450 kc, 250 w, U	Joseph Wiggs Hart, Joseph Carl Russell (each own 33⅓%)	Frank Mitchell Farris, Jr. Nashville, Tenn. (Attorney—now in Navy)	666⅔ shares out of 1,000—66⅔% $16,000.00. Farris now owns 33⅓%.
Radio Broadcasting, Inc. (KTHS) Hot Springs National Park, Ark. 5-18-44 1090 kc, 1 kw, 10 kw-LS, U	John C. McCormack Allen D. Morris, P. E. Furlow, George D Wray	Tri-State Broadcasting System, Inc. (Licensee of KTBS)	400 shares—80%. In exchange for assignment of License of KTBS.
Neptune Broadcasting Corp. (WFPG) Atlantic City, N. J. 5-23-44 1450 kc, 250 w, U	All stockholdres (No one stockholder has control)	John J. Laux.37¼ shares (Mgr. WSTV & WJPA) Richard Teitlebaum—39 shares. Alex Teitlebaum—39 shares (Retail Ladies' Wear business). Myer Wiesenthal—39 shares (Owner retail furniture store). Louis Berkman—39 shares (Iron and steel brokerage) Jack N. Berkman—39 shares (Iron and steel brokerage). Charles C. Swaringen—39 shares (Gen. Mgr. Montgomery Ward Store at Steubenville). Joseph Troesch & John L. Merdian—4 shares each.	279¼ shares—100% $83,775.00.
Nebraska Broadcasting Corp. (KORN) Fremont, Nebr. 5-25-44 1400 kc, 250 w, U	Lloyd C. Thomas—54 Earl J. Lee—40 S. S. Sidner—31 A. C. Sidner—10 H. A. Gunderson—4	Arthur Baldwin, Fremont, Nebr. (now owns 12 shares—6.18% of KORN) (Real estate and Insurance business).	139 shares out of 189—$8,754.70
Wm. Penn Broadcasting Co. (WPEN) Philadelphia, Penna. 6-10-44 950 kc, 5 kw, U	Arde Bulova	Bulletin Company	500 shares common—100%—$620,000.00.
State Broadcasting Corp. (WNBC) Hartford, Conn. 6-10-44 1410 kc, 5kw, U	Arde Bulova Harold A. LaFount	The Yankee Network, Incorporated	5,000 shares common and 500 shares preferred stock—100% $220,000.00.
Southern Utah Broadcasting Co. (KSUB) Cedar City, Utah 6-21-44 1340 kc, 100 w, U (CP-250 w)	Leland M. Perry	Radio Service Corp. of Utah—Licensee of KSL, Salt Lake City, Utah.	1,280 shares common stock—51.2%. 1,005 shares for $3,500.00, 250 shares for $1,250.00, and price of other 25 shares not given.
Twin City Broadcasting Corp. (KWLK) Longview, Wash. 6-13-44 1400 kc, 250 w, U	Marjory McClung, Executrix Estate of Ray McClung, 85 shares Hugh McClung (55 shares)	C. O. Chatterton, Mgr. KWLK	85 shares from Marjory Mc Clung for $6,070.70 and 55 shares from Hugh McClung for $3,929.30.
Hildreth & Rogers Co. (WLAW) Lawrence, Mass. 680 kc, 5 kw, U 6-24-44	Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, Executors under will of Alexander H. Rogers.	Irving E. Rogers	($26,687.03) 337 shares at $79.19 per share. Irving E. Rogers already has 14 making a total of 351 out of 700.
Tacoma Broadcasters, Inc. (KTBI) Tacoma, Wash. 1490 kc, 250 w, U 6-26-44	Harold S. Woodworth (owns 179 shares out of 200 and is selling 150).	H. J. Quilliam (Mgr. of KIRO since 1935), Seattle, Wash.	150 shares for $18,000.00 (Total of 200 shares outstanding).
Anderson Broadcasting Corp. (WHBU) Anderson, Ind. 1240 kc, 250 w, U 6-26-44	L. M. Kennett—501 shares Cora C. Kennett—498 shares	C. Bruce McConnell—509 shares Earl H. Schmidt—470 shares Robt. E. Bausman—20 shares (McConnell & Bausman connected with WISH and WHOT, Schmidt with WISH).	$45,000.00 (John R. Atkinson is VP and has 1 share and will retain same).
Massachusetts Broadcasting Corp. (WCOP) Boston, Mass. 1150 kc, 500 w, U 6-27-44	Arde Bulova—3,000 shares Common and 416 Preferred. Harold A. LaFount—1,950 shares Common and 84 Preferred. Geo. Cohen—50 shares Common.	Iowa Broadcasting Co.	5,000 shares Common and 500 shares Preferred for $150,000. Also buying all stock Sanfont Realty Co. which owns land on which WCOP Transmitter located for $75,000.00.
Radio Industries Broadcast Co. (WCAP) Asbury Park, N. J. 1310 kc, 500 w, Shares with WTNJ and WCAM 6-30-44	Georgia A. Burley	Charms Company (Manufacturer of Candy)	21 shares—55.3% $6,075 cash, $16,288.80 (two promissory notes held by Georgia Burley), $11,000 unpaid bills, $6,394.91 due son (Thos. F.) as salary.
KALE, Inc. (KALE) Portland, Oreg. 1330 kc, 5 kw, U 7-5-44	C. W. Myers—400 shares Mrs. Josephine Hunt—400 shares	Journal Publishing Co. (now has 400 shares in KALE and owns 25% of stock in KOIN).	No money involved as exchange of stock. Journal Co. to re-release stock of KOIN for KALE.
KVOX Broadcasting Co. (KVOX) Moorhead, Minn. 1340 kc, 250 w, U 7-8-44	David C. Shepard—68 shares Howard S. Johnson—9 shares	John W. Boler—49 M. M. Marget—3 R. S. Felhaber—16	No money involved. Stock given as compensation.
Mandan Radio Assn, (KGCU) Mandan, N. Dak. 1270 kc, 250 w, U 7-20-44	J. K. Kennelly and T. G. C. Kennelly (joint owners), J. K. Kennelly and Palace Theatre Co.	W. S. Russell—27½ H. S. Russell—27½ W. R. Russell—27½ H. W. Lanterman—27½ A. M. Femrite—12-2/9 W. H. Walton—12-2/9 F. M. Foster—12-2/9 (All interested in Blue Ribbon Hatchery & Supply Co.)	Transfer of 146-2/3 shares—66.6%. Price not given.
Delaware Broadcasting Co. (WILM) Wilmington, Del. 1450 kc, 250 w, U 7-26-44	J. Hale Steinman. John F. Steinman	Alfred G. Hill—304 shares common—50.5% Julia G. Hill—60 shares common, 61 preferred Chester Times—40 shares common, 7 preferred (Two Hills lease Chester Times).	66-2/3% of all stock for $125,000.00.
Berks Broadcasting Co. (WEEU) Reading, Penna. 850 kc, 1 kw, D 7-25-44	Clifford M. Chafey—25% Harold O. Landis—25% Harry S. Craumer—25% Raymond A. Gaul—25%	George J. Feinberg—75% Joseph M. Nassau—12½% Milton J. Hinlein—12½% (Feinberg is mgr. of textiles. Nassau State Director of Publicity will be Mgr. WEEU. Hinlein is licensee KDRO, Sedalia, Mo.	$210,000.00.
WLIB, Inc. (WLIB) Brooklyn, N. Y. 1190 kc, 1 kw, LT 7-31-44	Irwin Steingut Elias I. Godofsky Aaron L. Jacoby Arthur Faske William Weisman Louis W. Berne	Dorothy S. Thackrey (Owner and publisher New York Post)	100%—$250,000.00.
East Texas Broadcasting Co. (KGKB) Tyler, Tex. 1490 kc, 250 w, U 8-5-44	J. G. Kretsinger	James G. Ulmer (Acquisition of Control by James G. Ulmer and Mrs. Minne B. Ulmer thru purchase of 12 shares common stock). Ulmer will have 49.2% and Mrs. 1.6%.	12 shares at $25.00 per share.
KFJI Broadcasters, Inc. (KFJI) Klamath Falls, Oreg. 1240 kc, 100w, U 8-10-44	George Kincaid Rachel J. Kincaid	Willard D. Miller (General Construction Contractor for 20 years and hotel operator 10 years.	100 shares—100%, $115,000.00.

XUM

Tonight

INTERMOUNTAIN AMERICA
WILL HEAR • • • • • • •

KSL

IN AM BROADCASTING...

RCA Transmitters have long been recognized as the finest that money can buy.

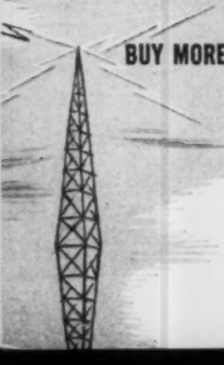
Evidence is the fact that for ten years RCA Transmitters have outsold all others.

This record includes large and small stations—among them a large proportion of the most notable installations made during this period.

During these ten years nearly all major advances in transmitter design appeared first in RCA Transmitters. These improvements include:

High-Level Class B Modulation — *Air-cooled High-Power Tubes*
Mercury Vapor Rectifiers — *Front-of-Panel Access*
Streamlined Styling

RCA earned its leadership in this field, and will maintain it.



BUY MORE WAR BONDS

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics

HIGH EFFICIENCY?

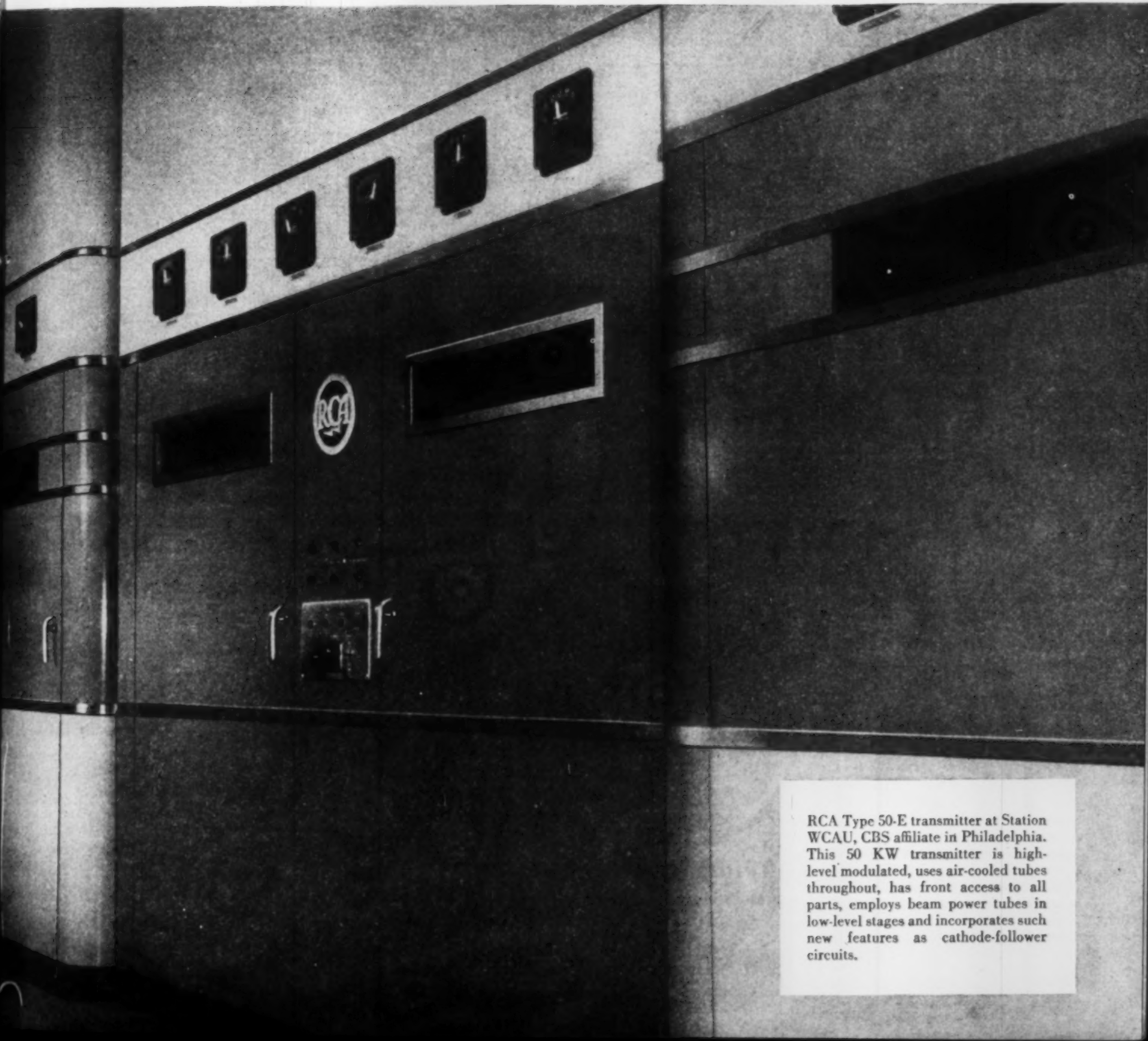
RCA Transmitters have had it for years!

The RCA 50 KW transmitter shown below employs high-level modulation.

This high-efficiency system was first introduced by RCA some ten years ago.

All RCA transmitters sold in recent years have been high-level modulated.

They have high efficiency *NOW*.



RCA Type 50-E transmitter at Station WCAU, CBS affiliate in Philadelphia. This 50 KW transmitter is high-level modulated, uses air-cooled tubes throughout, has front access to all parts, employs beam power tubes in low-level stages and incorporates such new features as cathode-follower circuits.

IN FM BROADCASTING

RCA has been and will continue to be an active leader in FM development.

A considerable number of FM Transmitters designed, built and installed by RCA are in service...including five 10 KW's, one of which is shown at the right.

RCA engineers have had more experience in building (and operating) radio transmitters than any other group.

And the truth is that FM Transmitters do not differ very greatly from other transmitter installations, particularly Television.

RCA has always pioneered in development of high-frequency antennas...and is now building many different models for the armed services.

RCA will continue to offer top-rank transmitting equipment for every broadcast need . . . in AM, in FM, in Short Wave, and in Television.

BUY WAR MORE BONDS

RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics

FM TRANSMITTERS BUILT LIKE DE LUXE AM TRANSMITTERS

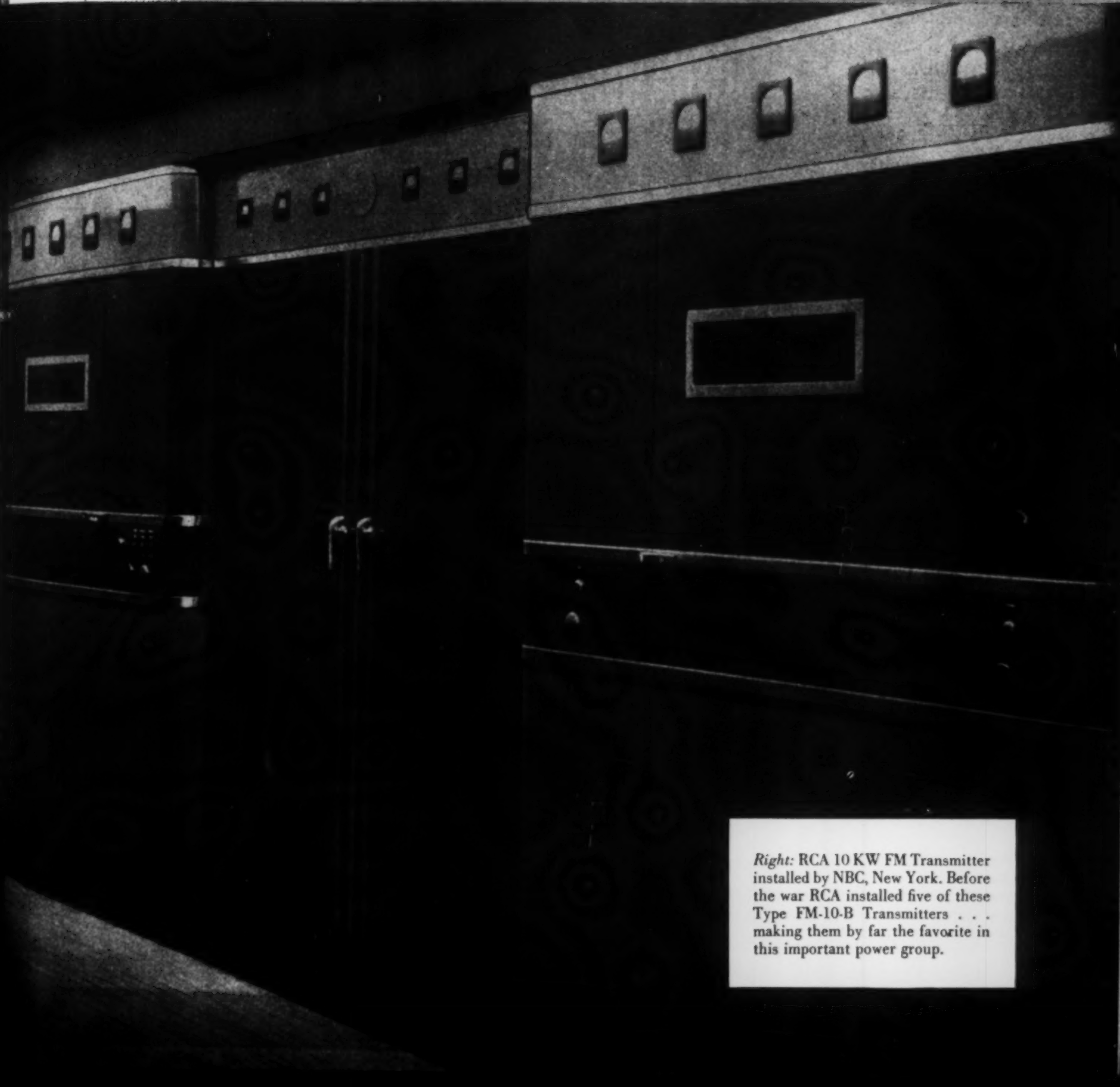
The 10 KW FM Transmitter, shown below, looks like a de luxe broadcast transmitter.

It should.

Like all RCA FM Transmitters, it is built to the high standards of the best AM Transmitters . . . RCA quality standards which broadcast engineers know and appreciate.

It is built the way broadcast engineers want it built.

It incorporates such proven RCA features as front access doors, vertical chassis construction, and stylized design.



Right: RCA 10 KW FM Transmitter installed by NBC, New York. Before the war RCA installed five of these Type FM-10-B Transmitters . . . making them by far the favorite in this important power group.

IN

TELEVISION

BROADCASTING...

RCA pioneered the development of electronic television.

RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.

BUY MORE WAR BONDS

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LEADS THE WAY . . In Radio . . Television . . Tubes . . Phonographs . . Records . . Electronics

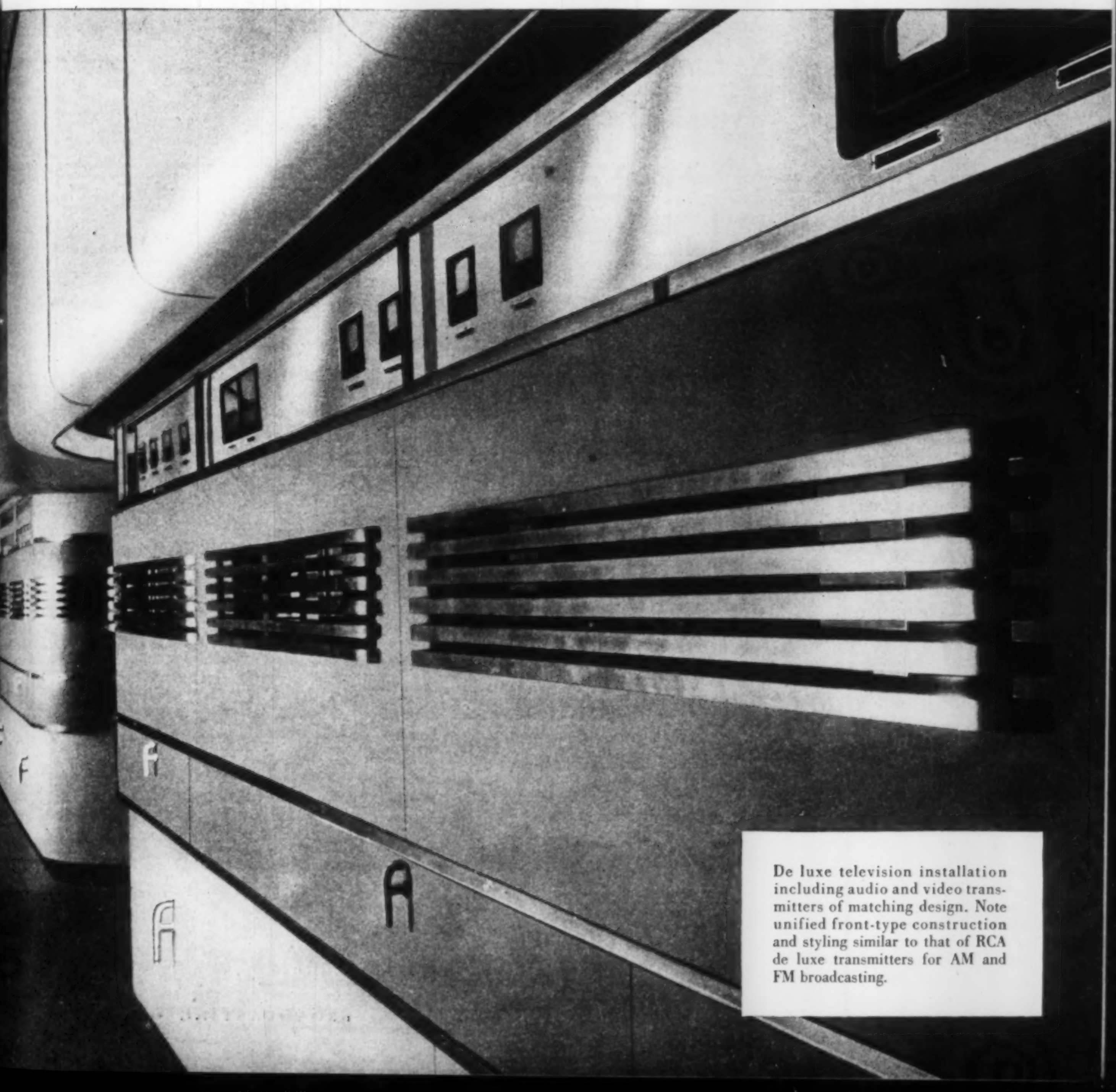
RCA installations now in operation

The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regular television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.



De luxe television installation including audio and video transmitters of matching design. Note unified front-type construction and styling similar to that of RCA de luxe transmitters for AM and FM broadcasting.

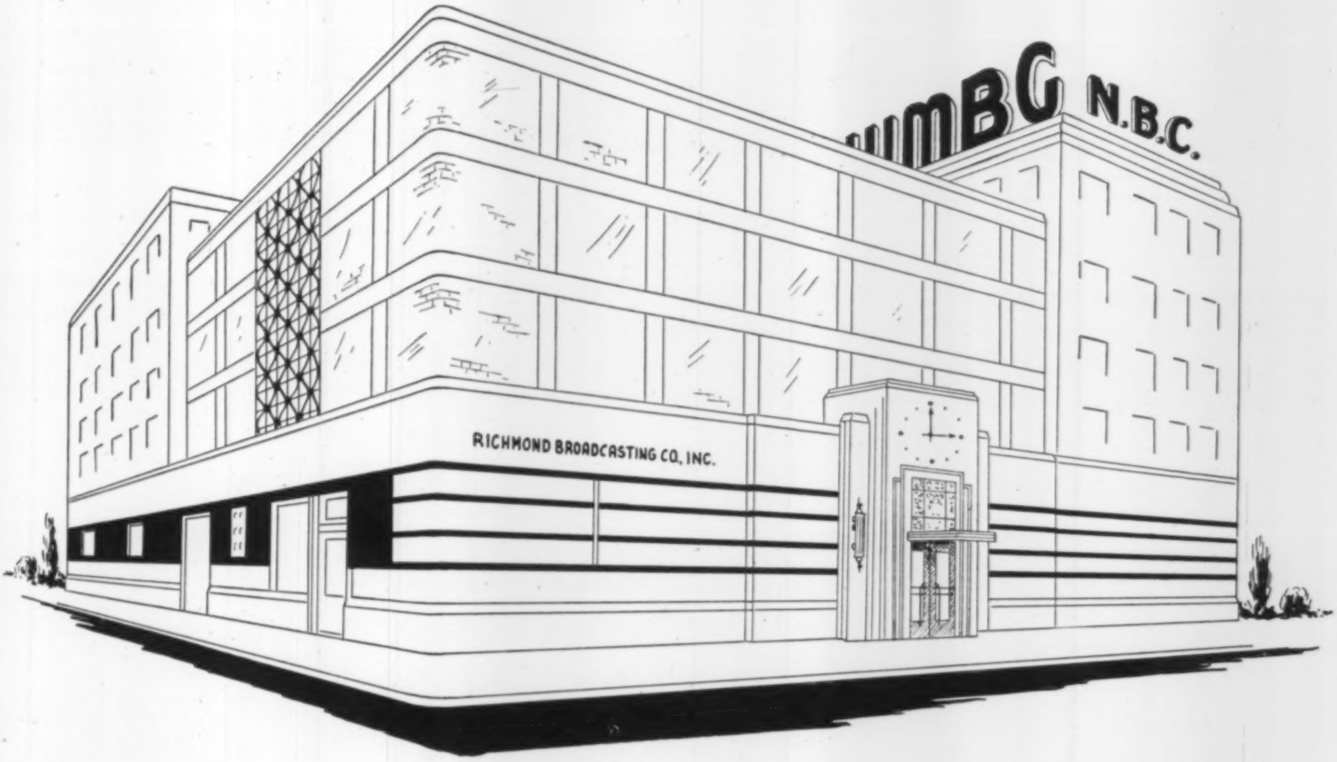
Applications Pending Before FCC for Assignment of Licenses

(As of Aug. 15, 1944)

LICENSEE AND LOCATION (With Date of Filing)	ASSIGNEE	CONSIDERATION
Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman d/b as Radio Station WSBC, Chicago, Ill. 1240 kc, 250w, S. H. 3-22-44	Julius Miller, Oscar Miller, Bertha L. Miller, Gertrude Miller and Arnold B. Miller d/b as Radio Station WSBC, Chicago, Ill. (Julius Miller—Radio Advertising & Production, Oscar Miller—Son of Julius—Radio Broadcasting Production, Bertha L. Miller—Wife of Julius—Radio Broadcasting Production, Gertrude Miller—Wife of Oscar—Artist of Radio Programs, Arnold B. Miller—Son of Julius—Artist & Musician on Radio Programs).	$100,000.00
Julio M. Conesa (WPRP) Ponce, P. R. 1420 kc, 250w, U 1-29-44	Voice of Porto Rico, Inc., Ponce, P. R. (Francisco Susoni, V.P. 20%—Atty. Andres Grillasca, Pres. 20%—Mayor of Ponce, Fernando Sanche , Secty. 20%—Chemist Felipe Segarra, Treas. 20%—Dry Goods and Furniture Stores, Real Estate Julio M. Conesa—20%—Now owner WPRP).	$30,000.00
Tri-State Broadcasting System, Inc., (KTBS) Shreveport, La. 1480 kc, 1kw, U 5-18-44	George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, d/b as Radio Station KTBS, Shreveport, La.	In exchange for transfer of 400 shares—80% stock of KTHS. See TC on KTHS.
Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller, d/b as Carlsbad Broadcasting Co., (KAVE) Carlsbad, N. Mexico 1240 kc. 250w, U 5-22-44	Carlsbad Broadcasting Corp., Carlsbad, N. Mexico. (Val Lawrence, Pres.—52.6%—Mgr. KROD, V.P. of El Paso Times; Gene Rethmeyer, Treas.—21.1%—Adv. Salesman; Norman R. Loose, V.P.—10.5%—Newspaper Advertising Business; Edward P. Talbott, Secty. 15.8%—Chief Engr. KROD)	$22,000.00
Ben T. Wilson, R. A. Corbett & Thomas W. Baker d/b as Red Lands Broadcasting Assn., (KRBA) Lufkin, Texas 1340 kc, 250w, U 10-22-42	Darrell E. Yates, Lufkin, Texas. (Mgr. KBRA.)	$10.00 and other good and valuable considerations.
The Herald Publishing Co. (WALB) Albany, Ga. 1590 kc. 1kw, U 7-1-42	Albany Herald Broadcasting Co., Albany, Georgia (Herald Publishing Co.—now licensee WALB 58.79%)	$68,000.00
Doughty & Welch Electric Co., Inc. (WSAR) Fall River, Mass. 1480 kc. 1kw, U 5-10-40	Fall River Broadcasting Co., Inc., Fall River, Mass. (Fall River Herald News Publishing Co. owns 100% stock)	$175,000.00
Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey, Leo T. Crowley & James E. Markham, d/b as the Milwaukee Broadcasting Co. (WEMP) Milwaukee, Wisc. 1340 kc, 250w, U 6-16-44	Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette, Jr., Evalyn H. Dolph, Hope D. Pettey and Rachel Young LaFollette, d/b as the Milwaukee Broadcasting Co.	Crowley and Markham selling their interest to Rachel Young LaFollette. Crowley 1/32 and Markham 3/32 for $12,500.00.
The Crosley Corp. (WSAI) Cincinnati, Ohio 1360 kc, 5kw, U 6-29-44	Marshall Field	$550,000.00
Gene T. Dyer, Evelyn M. Ringwald, Elizabeth M. Hinzman, Adele Moulds, Vivian Christoph and Wm. F. Moss, d/b as Radio Station WAIT Chicago, Ill. 820 kc. 5kw, LT 6-29-44	Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer, Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeill, d/b as Radio Station WAIT (New partnership—Grace V. McNeill is daughter of Adele Moulds)	$100,000.00
Gene T. Dyer, Vivian I. Christoph, Gene T. Dyer, Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill, Wm. F. Moss, d/b as Radio Station WGES Chicago, Ill. 1390 kc. 5kw, U 6-29-44	John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald, and Wm. F. Moss, d/b as Radio Station WGES (New partnership)	$100,000.00
Julius Brunton & Sons Co., (KJBS) San Francisco, Calif. 1100 kc. 500w, LT 7-1-44	KJBS Broadcasters, a partnership consisting of Wm. B. Dolph, Hope D. Pettey, Elizabeth N. Bingham, D. Worth Clark, Helen S. Mark, Glenna G. Dolph, Edwin P. Franklin and Alice H. Lewis.	No money involved—change from corp. to partnership.
Lake Region Broadcasting Co. (WLAK) Lakeland, Fla. 1340 kc. 250w, U 7-5-44	S. O. Ward tr/ as Radio Station WLAK	Dissolution of corporation. S. O. Ward owned all stock in corp.
American Broadcasting Co., (WOL) Washington, D. C. 1260 kc, 1kw, U 7-10-44	Iowa Broadcasting Co.	$38,367.41
Iowa Broadcasting Co., (WMT) Cedar Rapids, Iowa 600 kc, 5kw, U 7-10-44	American Broadcasting Co.	$35,081.55
WCOL, Inc. (WCOL) Columbus, Ohio 1230 kc. 250w, U 7-11-44	Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley, d/b as The Pixleys	No money involved. Change from corp. to partnership.
WGCM, Inc. (WGCM) Gulfport, Miss. 1240 kc, 250w, U 7-25-44	WGCM Broadcasting Co., a Co-partnership composed of Hugh O. Jones, William E. Jones and James O. Jones. (Hugh & Wm. E. now own all stock in WGCM, in partnership to have each 1/3. James O., is father)	$10 and other good considerations not mentioned.
Westinghouse Radio Stations, Inc., (WGL) Fort Wayne, Ind. 1450 kc, 250w, U 7-28-44	Farnsworth Television and Radio Corporation	$235,000.00
The Oregonian Publishing Co. (KEX) Portland, Ore. 1190 kc, 5kw, U 7-27-44	Westinghouse Radio Stations, Inc.	$400,000.00
C. G. Hill, George D. Walker and Susan H. Walker (WAIR) Winston-Salem, N. Car. 1340 kc, 250w, U 7-27-44	C. G. Hill and George D. Walker, d/b as WAIR Broadcasting Co.	No money involved—gift by Susan H. Walker of her 1/3 interest to her husband and brother.
Illinois Broadcasting Corp. (WTAD) Quincy, Ill. 930 kc, 1kw, U 8-4-44	Lee Broadcasting, Inc. (Licensee KGLO).	$487,410.00
E. M. Woody (KASA) Elk City, Okla. 1240 kc, 100w, U 8-11-44	Southwest Broadcasting Co. (Lonnie J. Preston—Pres. 25% Formerly Mgr. KGKL and Asst. Mgr. KABC and Mgr. KPLT, now station representative KGNC. Hoyt Houck, V. P.—50%; Walter G. Russell Sec.—25%)	$11,250.00

Always in Step with Progress and as usual leading the procession in Virginia • Richmond's WMBG will be out in front with F. M. and Television.

Wilbur M. Havens
Pres. - General Manager


WMBG N.B.C.
RICHMOND BROADCASTING CO., INC.

WMBG- The First in Virginia To Apply For a Frequency Modulation License

WMBG- The Only Virginia Station To Apply For a Television License

WMBG's Prewar Policy - Vision-Decision-Accomplishment

WMBG's Postwar Policy - Decision-Television-Accomplishment

WMBG BRINGING TO VIRGINIA THE LAST WORD IN RADIO. THE FIRST WORD OF TELEVISION

DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS IN U. S.

(Corrected to August 15, 1944)

Frequency is Given in Megacycles; Service Area in Square Miles. Where Station is Connected With a Standard Broadcast Station, Affiliation is Shown in Parentheses Except Where Call Letters Are Identical

CALIFORNIA

KHJ-FM, LOS ANGELES—Licensed to Don Lee Broadcasting System. Frequency: 44.5 mc.

KTLO, LOS ANGELES—CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 46.1 mc. Service Area: 7,000 sq. mi.

CONNECTICUT

WDRC-FM, HARTFORD—Licensed to WDRC, Inc. Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.

WTIC-FM, HARTFORD—Licensed to The Travelers Broadcasting Service Corp. Frequency: 45.3 mc. Service Area: 6,100 sq. mi. Personnel: Paul W. Morency, general manager; Leonard J. Patricelli, program manager.

ILLINOIS

WBBM-FM, CHICAGO—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc.

WDLM, CHICAGO — Licensed to Moody Bible Institute of Chicago (WMBI). Frequency: 47.5 mc. Personnel: Henry C. Crowell, manager; Wendell P. Loveless, director; Robert Parsons, ass't director.

WEHS, CHICAGO—CP issued to WHFC, Inc. (WHFC). Frequency: 48.3 mc. Service Area: 10,800 sq. mi. Personnel: Richard W. Hoffman, president; George M. [illegible], chief engineer.

WGNB, CHICAGO — Licensed to WGN Inc. (WGN). Frequency: 45.9 mc. Personnel: Frank P. Schreiber, director; Estelle Barnes, assistant manager.

WWZR, CHICAGO—Licensed to Zenith Radio Corporation. Frequency: 45.1 mc. Service Area: 10,800 sq. mi. Personnel: Commander E. F. MacDonald, president; Edgar Hermann, manager.

INDIANA

WMLL, EVANSVILLE—Licensed to Evansville On The Air Inc. (WEOA-WGBF). Frequency: 44.5 mc. Service Area: 8,400 sq. mi. Personnel: Clarence Leich, director; Erwin Schoeny, chief engineer.

WOWO-FM, FORT WAYNE—Licensed to Westinghouse Radio Stations Inc. (WOWO-WGL). Frequency: 44.9 mc. Service Area: 6100 sq. mi. Personnel: J. B. Conley, director; Eldon Campbell, program manager; Bruce Ratts, chief engineer.

WABW, INDIANAPOLIS—CP issued to Associated Broadcasters Inc. Frequency: 47.3 mc. Service Area: 8,400 sq. mi.

WSBF, SOUTH BEND—Licensed to South Bend Tribune (WSBT). Frequency: 47.1 mc. Personnel: F. D. Schurz, director; R. H. Swintz, commercial manager; H. C. Cole, chief engineer.

LOUISIANA

WBRL, BATON ROUGE—Licensed to Baton Rouge Broadcasting Co. Inc. (WJBO). Frequency: 44.5 mc. Service Area: 8,100 sq. mi. Personnel: J. Roy Dabadie, director.

MASSACHUSETTS

WBZ-FM, BOSTON — Licensed to Westinghouse Radio Stations Inc. Frequency: 46.7 mc. Personnel: C. S. Young, manager.

WGTR, BOSTON—Licensed to The Yankee Network Inc. Frequency: 44.3 mc. Service Area: 19,000 sq. mi. Personnel: John Shepard 3d. Chairman of the Board; staff, see Yankee Network.

WMTW, BOSTON—Licensed to The Yankee Network Inc. Frequency: 43.9 mc. Service Area: 31,000 sq. mi. Personnel: John Shepard 3d. Chairman of the Board; staff, see Yankee Network.

WBZA-FM, SPRINGFIELD — Licensed to Westinghouse Radio Stations Inc. Frequency: 48.1 mc. Personnel: C. S. Young, manager.

WTAG-FM, WORCESTER—Licensed to Worcester Telegram Publishing Co. Inc. Frequency: 46.1 mc.

MICHIGAN

WENA, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6,800 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wesser, chief engineer; F. P. Wallace, business manager.

WLOU, DETROIT—Licensed to John Lord Booth (WJLB). Frequency: 44.9 mc. Personnel: John L. Booth, director; Hugh M. Gray, manager; Eric Hay, commercial manager; Richard Pavy, chief announcer.

MISSOURI

KMBC-FM, KANSAS CITY—Licensed to Midland Broadcasting Co. Frequency: 46.5 mc. Personnel: Arthur B. Church, president; Karl Koerper, managing director; A. Ray Moler, chief engineer; G. L. Taylor, vice-president in charge of technical research.

(*Continued on page 148*)

New Radio Research Methods Show Value of Local Stations

A new, sound technique in radio research now shows actual listening in homes of all income classes. This method reaches all types of set owners because it does not employ telephone interviewing. It also measures the audience in both telephone and non-telephone homes.

PERSONAL INTERVIEW—CONTROLLED SAMPLE METHOD

All information on listening is gathered at the homes by trained field investigators who call in person and conduct face-to-face interviews. This method is more efficient and more dependable than telephone interviewing because it reaches a truly representative, selected sample of all radio homes. In some markets there is a much higher percentage of listening in non-telephone homes than in telephone homes. Incomes of homes without telephones have shot up rapidly. The old methods of radio research do not reflect this listening.

MANY STATIONS UNFAIRLY RATED

Pre-war methods of radio research may have given your station an unfair rating because the non-telephone homes were never interviewed. Also, "samples" have usually been too small to give a fair rating.

COSTS LESS

The Personal Interview-Controlled Sample method of rating programs and stations is less expensive than the telephone interviewing method. At the same time, it is more efficient and more dependable.

LOCAL STATIONS BEAT 50,000 WATTERS

Many of our radio audience surveys made for a full week in secondary markets, show that the local or regional station has a bigger audience—on the average—than any 50,000 watt station heard in that same market. This principle has been found true in almost every city surveyed. During many periods of the day and evening, the local station has more listeners in its market than all the 50,000 watt stations combined that are located in nearby big cities.

● **You are cordially invited to see the reports on many stations similar to yours, in colored-chart form, at the NAB Convention in Chicago August 28-31. Ask the Information Desk at the Palmer House for the number of our Display Room.**

C. C. Chapelle Company

MARKETING CONSULTANTS

500 North Dearborn Street
Chicago 10, Illinois
Telephone: Whitehall 7731

for Chicago

W-I-N-D

is TOPS—on the Dial

EXCLUSIVE WHITE SOX BASEBALL

EXCLUSIVE CHICAGO BEARS FOOTBALL

EXCLUSIVE 24-HOUR NEWS SERVICE

EXCLUSIVE BLACK HAWKS HOCKEY

Serving all Chicagoland exclusively—24 hours a day

5000 WATTS ★ 560 KILOCYCLES

W-I-N-D

Chicago

NATIONAL SALES OFFICE
230 North Michigan Ave., Chicago 1
JOHN E. PEARSON COMPANY
250 Park Ave., New York 17

KOZY, KANSAS CITY—Licensed to Commercial Radio Equipment Co. Frequency: 44.9 mc. Personnel: Everett L. Dillard, chief owner; Robert F. Wolfskill, general manager; O. R. Wright, commercial manager; Elizabeth Whitehead, stn. director; Milton Woodward, chief engineer.

NEW JERSEY

WFMN, ALPINE—Licensed to Edwin H. Armstrong. Frequency: 43.1 mc.

WAAW, JERSEY CITY-NEWARK—CP issued to Bremer Broadcasting Corp. (WAAT). Frequency 49.5 mc. Service Area: 6.200 sq. mi.

NEW YORK

WNBF-FM, BINGHAMTON — Licensed to Wylie B. Jones Advertising Agency. Frequency: 44.9 mc. Service Area: 6,500 sq. mi. Personnel: C. D. Mastin, general manager; E. Ray McCloskey, program director.

WABC-FM, NEW YORK—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc. Personnel: Arthur Hull Hayes, director.

WABF, NEW YORK—Licensed to Metropolitan Television Inc. Frequency: 47.5 mc. Personnel: L. L. Thompson, manager; Theodore B. Grenier, chief engineer

WBAM, NEW YORK—Licensed to Bamberger Broadcasting Service Inc. (WOR). Frequency: 47.1 mc. Personnel: Theodore C. Streibert, manager.

WEAF-FM, NEW YORK—Licensed to National Broadcasting Co. Inc. Frequency: 45.1 mc. Personnel: C. L. Menser, vice-president in charge of programs; Ernest LaPrade, program director; O. B. Hanson. vice-president and chief engineer; Robert Shelby, development engineer; T. J. Buzalski, FM station engineer.

WFGG, NEW YORK—CP issued to William G. H. Finch. Frequency: 45.5 mc. Service area: 8.500 sq. mi.

WGYN, NEW YORK—Licensed to Muzak Radio Broadcasting Station Inc. Frequency: 44.7 mc. Personnel: C. J. Schaefer. executive in charge.

WHNF, NEW YORK—Licensed to Marcus Loew Booking Agency (WHN). Frequency: 46.3 mc. Personnel: Herbert L. Pettey, director.

WNYC-FM, NEW YORK—Licensed to City of New York. Municipal Broadcasting System. Frequency: 43.9 mc. Service Area: 3.900 sq. mi. Personnel: M. S. Novik, director; John De Prospo, Bertrand Arnow.

WQXQ, NEW YORK—Licensed to Interstate Broadcasting Co. Inc. (WQXR). Frequency: 45.9 mc. Personnel: Arthur Hays Sulzberger, chairman of the board; John V. L. Hogan, president; Nicholas Roosevelt, vice-president; Elliott M. Sanger, exec. vice-president; Hugh K. Boice, vice-president in charge of sales; Russell D. Valentine, chief engineer.

WHEF, ROCHESTER—Licensed to WHEC Inc. Frequency: 44.7 mc. Service Area: 3.200 sq. mi. Personnel: Gunnar Wiig, director; Bernard O'Brien, chief engineer; W. G. Adams, program director; Ken. Sparnon, music director.

WHFM, ROCHESTER—Licensed to Stromberg-Carlson Co. (WHAM). Frequency: 45.1 mc. Service Area: 3.200 sq. mi. Personnel: William Fay, director; Kenneth J. Gardner, technical supervisor.

WBCA, SCHENECTADY—Licensed to Capitol Broadcasting Co. Inc. Frequency: 44.7 mc. Network—MBS. Personnel Leonard L. Asch, director.

WGFM, SCHENECTADY—Licensed to General Electric Company (WGY). Frequency: 48.5 mc. Service Area: 6 600 sq. mi. Personnel: G. Emerson Markham, manager.

NORTH CAROLINA

WMIT, WINSTON-SALEM — Licensed to Gordon Gray (WSJS). Frequency: 44.1 mc. Personnel: Gordon Gray, owner; Harold Essex, managing director; Norris O'Neill, business manager; Robert C. Estes, program director; Paul Dillon, chief engineer.

OHIO

WELD, COLUMBUS—Licensed to WBNS, Inc. (WBNS). Frequency: 44.5 mc. Personnel: Lester H. Nafzger, manager and chief engineer; Herbert Welch, program director.

PENNSYLVANIA

KYW-FM, PHILADELPHIA — Licensed to Westinghouse Radio Stations Inc. Frequency: 45.7 mc. Personnel: Leslie Joy, director; James Begley, program manager; Eleanor Ulmer, continuity & program planning.

WCAU-FM, PHILADELPHIA—Licensed to WCAU Broadcasting Co. Frequency: 46.9 mc. Service Area: 9.300 sq. mi. Personnel: Norris West, program director.

WFIL-FM, PHILADELPHIA—Licensed to WFIL Broadcasting Co. Frequency: 45.3 mc. Service Area: 9.300 sq. mi. Personnel: Roger Clipp, director; Edward C. Obrist, program director; L. E. Littlejohn, chief engineer.

WIP-FM, PHILADELPHIA — Licensed to Pennsylvania Broadcasting Co. Frequency: 44.9 mc. Personnel: James M. Tisdale, director.

WLBG, PHILADELPHIA—CP issued to Seaboard Radio Broadcasting Corp. (WIBG). Frequency: 46.5 mc. Service Area: 9,300 sq. mi.

WPEN-FM, PHILADELPHIA—Licensed to Wm. Penn Broadcasting Co. Frequency: 47.3 mc. Personnel: Arthur Simon, general manager; Lew London, ass't director; Charles W. Burtis, chief engineer.

KDKA-FM, PITTSBURGH — Licensed to Westinghouse Radio Stations Inc. Frequency: 47.5 mc. Personnel: Patti Littell, director.

WTNT, PITTSBURGH—Licensed to WWSW, Inc. (WWSW). Frequency: 44.7 mc. Service Area: 8,400 sq. mi. Personnel. Frank R. Smith Jr., director; Marie Wilk, program director.

TENNESSEE

WSM-FM, NASHVILLE — Licensed to Nashville Life & Accident Insurance Co. Frequency: 44.7 mc. Service Area: 16,000 sq. mi. Personnel: Marjorie Cooney, director.

UTAH

KSL-FM, SALT LAKE CITY—CP issued to Radio Service Corporation of Utah. Frequency: 44.7 mc. Service Area: 700 sq. mi.

WISCONSIN

WMFM, MILWAUKEE—Licensed to The Journal Company (WTMJ). Frequency: 45.5 mc. Service Area: 8,500 sq. mi. Personnel: Walter Damm, general manager; L. W. Herzog, station manager; R. G. Winnie, ass't manager; D. W. Gellerup, chief technical supervisor (on leave); Phillip Laeser, FM-Television engineering supervisor.

WDUL, SUPERIOR—Licensed to Head of The Lakes Broadcasting Co. (WEBC). Frequency: 44.5 mc. Walter C. Bridges, general manager; H. E. Westmoreland, national sales manager; John Miller, program director; C. B. Persons, chief engineer.

In Kansas City

the Swing

is to WHB

GET "IN THE SWIM" in Kansas City by using WHB ... for RESULTS! Here's a station that's pulling its head off, in mail-pull and in sales for sponsors. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For program or announcement availabilities,

"phone DON DAVIS"

KANSAS CITY — Scarritt Building — HArrison 1161
NEW YORK CITY—507 Fifth Avenue—VAnderbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENtral 7980
HOLLYWOOD—5855 Hollywood Blvd.—HOllywood 6211

KEY STATION for the KANSAS STATE NETWORK

Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

MONTHS: APRIL-MAY, 1944—KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 13,954

	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX MONDAY THRU FRI. 8-12 A. M.	8.0	9.9	26.7	15.6	32.5	6.4
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P. M.	14.3	5.8	17.1	30.7	25.5	5.4

HIGHLIGHTS
from G.E.'s TELEVISION DIARY

1926 Dr. E. F. W. Alexanderson, G-E engineer, developed a mechanical method of television.

1927 Experiments using a rotating perforated scanning disk proved successful.

1928 January—First public demonstration of television in Dr. Alexanderson's home.

May—WGY, G-E radio station in Schenectady, became pioneer television station, with regular schedule—three afternoons a week.

August—First remote pickup, Governor Alfred E. Smith making acceptance speech at Albany, N. Y.

September—First play presented on television—"The Queen's Messenger"—over WGY.

1929 G-E engineers produced television images by means of cathode-ray tube—forerunner of modern picture tube.

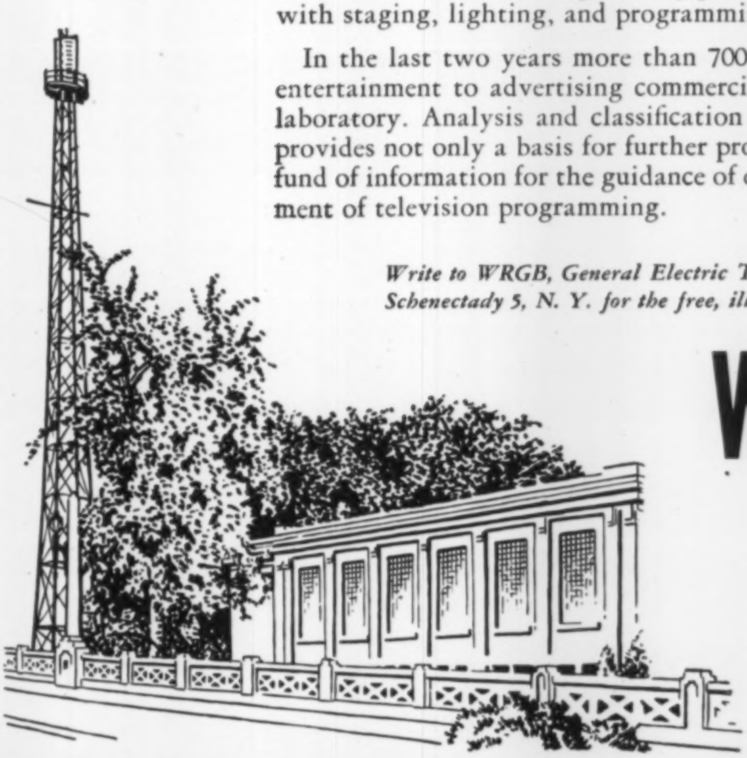
1930 May 22—Television projected on a large screen, before a theater audience, for the first time, at Proctor's Theater, Schenectady.

1939 June 10—First long-distance reception of modern high-definition television, in Helderberg Mountains, 129 miles from New York, of King George and Queen Elizabeth touring the New York World's Fair.

1940 January 12—First television network put into service with G-E relay station and television transmitter WRGB, rebroadcasting to upstate New York area programs originating at WNBT, NBC in New York City.

1941 WRGB moved to new, modern, fully equipped studios, where G-E engineers continued research on engineering problems and the program staff experimented with staging, lighting, and programming techniques.

In the last two years more than 700 live-talent programs, ranging from pure entertainment to advertising commercials, have been produced in this program laboratory. Analysis and classification of audience reactions to these programs provides not only a basis for further program experiments but also an invaluable fund of information for the guidance of everyone interested in the further development of television programming.



Write to WRGB, General Electric Television Station, 60 Washington Ave., Schenectady 5, N. Y. for the free, illustrated book, "Television at WRGB".

WRGB
television station

SCHENECTADY, NEW YORK

GENERAL ELECTRIC

WRGB-1

THREE BIG BULL'S-EYES

- **Bull's-eye No. 1—** 50,000 Watts means always a good signal to power your campaign.
- **Bull's-eye No. 2—** Coverage of 123 primary area counties in Ohio, Pennsylvania, West Virginia, Maryland and Virginia; 140 good secondary area counties in 19 States.
- **Bull's-eye No. 3—** One of America's most highly personalized radio broadcasting operations. Is producing phenomenal results for many advertisers.

ASK A JOHN BLAIR MAN

Basic Blue Network

WWVA
50,000 WATTS
WHEELING, W. VA.
IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
A FORT INDUSTRY STATION

Estimating Television Costs

(*Continued from page 86*)

penses, again vary too widely from place to place for a general estimate to mean anything, but the figures can easily be supplied locally.

Network Service

This simplest type of video operation presupposes the existence of network program service. AT&T has promised a rapid extension of its coaxial cable facilities and several companies have developed radio relays they expect to install on a network basis after the war, but it will be years before video networks become truly national and the prospective television broadcaster should be reasonably certain that network service will be available to his community before planning a purely satellite type of operation.

Present thinking is that video programs will also be distributed on a national basis by film, comparable to the transcription in sound broadcasting, and that this method of distribution will probably be fairly well developed before video networks attain nation-wide proportions. So the next step for the telecaster is the installation of movie telecasting equipment. A complete 16 mm setup costs in the neighborhood of $15,000, plus construction of an operating room and film storage space, fireproofed and sprinkler equipped in accordance with fire regulations. On the operating end, a projection operator and an audio engineer must be added, bringing the total to a minimum of four or five men to handle network and film programs.

Ready for Service

The television station is now equipped for national program service, either by network or film. And, with the addition of a 16 mm silent movie camera and a portable recording unit, it is also prepared to enter the local program field, making and broadcasting filmed reports of parades, baseball and football games, fires and other local events.

Merchandise for sale in local stores can also be filmed, on the shelves or in use, and telecast under the sponsorship of the local merchants. A camera operator and a sound recording engineer have now been added to the television technical staff, as well as a film editor, although for limited programming of this type these functions may be performed by men already on the payroll.

Good Programming

The next step is the addition of live local programming to the recorded service. The local department store may have an internal video setup for displaying merchandise demonstrations, fashion shows and the like to store visitors and—through window receivers—passersby, and may offer to buy time to send such demonstrations into the homes of customers as well. An intra-store video setup, incidentally, will cost the store from $25,000 up, depending on the number of camera channels used and on the number of receivers setup throughout the store.

Possibly the broadcaster and store management can work out an arrangement whereby the store's studios could be available to the station for live programs in the evening hours when the store is closed. But in any event, if programs from the store's studios are to be broadcast into the homes of the community, the station must have studio-to-transmitter relay equipment or coaxial cable connection, which, with installation, will add a maximum of $15,000 to his capital investment.

Perhaps a national advertiser is willing to sponsor a play-by-play daily telecast of the local ball club's home games, but insists on coincidental broadcasts, rather than a delayed filmed version. To get this business the broadcaster must invest another $40,000 or more in a truck with antennas and a gas-driven power supply, which will carry two cameras and associated video and sound equipment.

Mobile Unit

This mobile unit will be manned with a crew of six or eight men: Two cameramen with at least one helper and relief operator, an audio and a video engineer, a technical or production director or both, and there really should be at least one extra man to help out at the truck.

The unit may, of course, also be used for pickups from interior locations, such as radio studios, school auditoriums and gymnasiums, halls, theaters, churches, etc. It can and will be used to televise studio shows where these are not broadcast often enough to justify a permanent television setup. There is some basis for belief that for many local stations a mobile unit is all that is needed to handle whatever programs are apt to be produced.

It is probable, however, that the usual television station, like the usual radio station, will have its own studio or studios. Here are some estimated capital investments

Simple as A B C

A CANADIAN motorist, rushing home to dinner one night last week, had his car radio tuned to the *ABC Show* (Always Be Careful) on CJCA Edmonton, Alta. He became so interested in the program that he ignored a traffic light and crashed. After the accident, the radio continued to give advice on how to drive carefully. Program reviews traffic accidents taken from the files of the *Edmonton Journal.*

XUM

Water at work at war!

TVA has created a new power empire in the Tennessee Valley. It has brought new industries, new capital, and incalculable new prosperity to this great region, now actively engaged in war work.

Tomorrow this water will work at the more pleasant pursuits of peace, stabilizing the industrial economy of the TVA region, making it a vast new and potent force in the ever growing development of the South.

This water, too, will be devoted, in and around Chattanooga, to the more relaxing activities of the vacation-minded.

LATEST HOOPER FIGURES PROVE WDOD CONTINUES TO DOMINATE IN CHATTANOOGA!

C. E. HOOPER, Inc.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

	WDOD	"B"	"C"	Others
MORNING INDEX (8 TO 12 P.M.)	**48.2**	24.1	26.6	1.1
AFTERNOON INDEX (12 TO 6 P.M.)	**45.9**	25.1	27.7	1.3
EVENING INDEX (6 TO 10:30 P.M.)	**43.2**	35.5	19.3	2.0

ON THE GREAT LAKES OF THE SOUTH
IN THE HEART OF THE TVA POWER EMPIRE

WDOD

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

WNAB, Bridgeport, Conn.
WOCB, Cape Cod, Mass.
WJEJ, Hagerstown, Md.
WJTN, Jamestown, N. Y.
WNBH, New Bedford, Mass.
WHN, New York
WELI, New Haven, Conn.
WJAS, Pittsburgh
WFCI, Providence-Pawtucket
WHEB, Portsmouth, N. H.
WRAW, Reading, Pa.
WATR, Waterbury, Conn.
KBUR, Burlington, Ia.
WTAW, College Station, Tex.
KMYR, Denver
WCLO, Janesville, Wisc.
WHBQ, Memphis
WDGY, Minneapolis-St. Paul
KBON, Omaha
KBIZ, Ottumwa, Ia.
WIL, St. Louis
WDSM, Duluth-Superior
KTKC, Fresno-Visalia
KFWB, Los Angeles
KFMB, San Diego
KJBS, San Francisco
KEVR, Seattle

REPRESENTED BY RAMBEAU

Radio's First Special Representative

for complete stations, offering studio, motion picture and field pick-up programs, with all prices on a prewar basis:

DuMont 25-kw Television Station

(Studio Euipment)	(Prewar Cost Basis)
2 Du Mont Iconoscope Cameras with electronic viewfinders and mounted on push dollies Du Mont studio Control desk	$ 23,000
Electrically Controlled Camera Dolly	2,500
2 Special Film Projectors	12,000
2 Du Mont Iconoscope Film Pickup Cameras	6,000
Du Mont Master Control Board	35,000
Du Mont 25 kw Video—12.5 kw Audio Transmitter with control console	65,000
Suitable antenna	10,000
Total	$153,500
(Field Pickup Equipment)	
2 Du Mont Field Pickup Cameras with control equipment	$ 24,000
Du Mont Relay Transmitter	8,000
Du Mont Relay Receiver	2,000
Field Audio Equipment	1,500
Truck with generator and antenna	5,000
Total	$ 40,500
(Installation, Sound, Lighting, etc.)	
Studio Installation	$ 15,000
Structural Alterations, soundproofing, electrical wiring, etc.	25,000
Studio lighting, sound equipment and intercommunication system	10,000
Fireproofing film studio	1,500
Equipment spares and test instruments	13,000
Total	$ 64,500
GRAND TOTAL	$258,500

General Electric 40-kw Television Station

2—Studio Camera Channels at $14,850 each	$ 29,700
2—Motion Picture (35 mm.) Channels at $24,200 each	48,400
1—Basic Studio Equipment at $10,900 each	10,900
1—Sound (20 kw) and Picture (40 kw) Transmitter	150,000
1—Installation engineering and Antennas *	16,000
Prewar Selling Price	$255,000

* Installation done by electrical contractors under supervision of G-E engineers. $16,000 covers antennas and supervision, not installation.

The production of studio television programs requires far more personnel than are needed in radio. A typical dramatic show, for example calls for an audio and a video engineer, a technical director and a program director in the control room, while in the studio, in addition to the performers, are: A production director, a stage director, three stage hands, a property man, a makeup man, three cameramen, a dolly operator and his assistant, a boom microphone man, a lighting engineer. This does not include the costumer and the scenery designer and their crews and the others whose work is done before the program goes on the air.

With rehearsals, a studio crew can probably handle only three or four hours of programming a week, so for an extensive schedule several full crews would be necessary. Their activities would require rehearsal studios in addition to the main studios and almost as well equipped, dressing rooms and store rooms, carpenter shops, drafting rooms and the like, with the offices for executives and the clerical staff, the plant of a major television station begins to resemble that of a motion picture studio, and so do the expenses. But if television is half as good an advertising medium as most television men believe it will be, the revenue will be commensurate with the costs.

VIDEO SEMINAR

WPDQ Gives Jacksonville Television Preview

POSSIBILITIES of television as a revolutionary means of entertainment and advertising were visually described to Jacksonville (Fla.) businessmen during Television Seminar Week conducted nightly Aug. 7 through Aug. 11 by WPDQ. The station has a video application pending before the FCC.

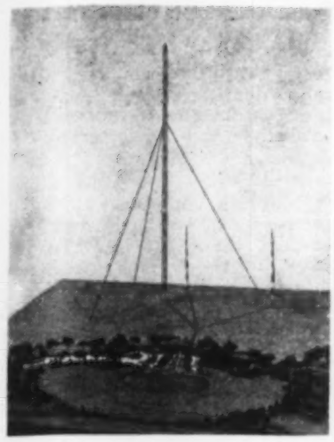
Department store personnel, leading retail merchants and civic leaders were shown the GE film "Sightseeing at Home", demonstrating television in use at WRGB Schenectady, and two RCA films, "Television" and "Magic in the Air", showing television in operation at NBC in New York. Discussions were led by Robert Feagin, general manager of WPDQ.

Interest in television in the Southeast has mounted since WPDQ filed an application for a station costing approximately $25,000 of 300 w power which would include both sound and sight transmission and incorporating FM broadcasting over an area within 30 miles of Jacksonville.

Mr. Feagin expects that television presentations in Jacksonville probably will be limited to local programs at the outset but he believes that network programming will reach the area by way of direct video lines and relay stations within four years.

Program Previews

CALLING attention to programs following within the next two hours, WNAX Yankton, S. D., is now carrying 10-second promotion announcements at every station break. The announcements have already brought a good response from listeners as well as sponsors and will be continued at an average of 68 breaks daily. All breaks for two weeks prior to WNAX's big "Midwest Farmer Day" were devoted to its promotion.



SCALE MODEL of new $250,000 transmitter building, together with 915-foot tower and smaller directional towers of WKY Oklahoma City shows complete 160-acre tract on which the plant is located. Created by Joe Taylor of the U. of Oklahoma Art Dept. and Gene Lyons, WKY technician, the model will be displayed at NAB Executives War Conference in Chicago this week and will later be on permanent display in WKY studios. Idea of using detailed model, scaled to one inch for 30 feet, to picture the plant was conceived by J. I. Meyerson, Sales and Promotion Manager for Oklahoma Publishing Co., owner of station.

ON CUCAMONGA PEAK
Mountain Site Picked for Two Proposed Outlets

IT'S A LONG, long trail-a-winding—but at present this wearing hike of three hours round a mountain trail is the only accessible means of reaching the site of KPOR and KARO, FM radio and television stations applied for by the Broadcasting Corp. of America.

W. L. Gleeson, president of the applicant corporation, is one of the few persons other than Forest Rangers who have stood at the top of the 9,000-foot Cucamonga Peak near Ontario, to survey the greater part of Southern California. Some engineers are estimating the stations will cover in excess of 93,000 square miles and a population of 7,000,000 with the coverage extending from North of Fresno to San Diego, and East and West from the western portion of Arizona to Los Angeles.

Mr. Gleeson wonders whether heliocopter, cable or pack horses will be more practicable for delivery of equipment and building materials. The lease on the peak is for about 30 acres of ground.

'Telecom'

"TELECOM" is entry of William Pine and William Thomas, Hollywood film producers, in new dictionary of television. The producers, first major lot film unit to set up a television advertising organization, predict that "telecom" will become accepted slang for the new phrase "television commercial".

Lightning strikes in the same place again and again when the lightning is KPO. Haas Bros. made that discovery by offering booklets on the 8 a. m. "Date at Eight." Last year's requests averaged 824 per day, which is pretty terrific. This year it was terrificer—1128 daily—with mail coming in from 50 counties in California, plus four far away states. Again proving KPO's influence is outstanding—even at 8 a. m.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

KPO
SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

USING FILMS IN TELEVISION

Eight Methods Suggested by Dr. Goldsmith; Production Techniques Discussed

THE eight ways in which film may best be used in television, as listed by Dr. A. N. Goldsmith, radio engineering consultant and vice-chairman of the Radio Technical Planning Board, in an address on the contributions of motion pictures to television delivered before the Television Producers Assn. meeting in New York, are as follows:

1. For events outside the range of coaxial cable or radio relay, such as the telecasting by a New York station of highlights of the political conventions in Chicago.
2. For repeating events or performances previously telecast.
3. For syndication of programs were network connections are not available.
4. For syndication where time differences are to be avoided.
5. For introduction of stock shots costly or impossible to televise directly, such as a train traveling through the Rockies.
6. For production of commercials demonstrating a process, such as the baking of a cake, where the time consumed in the process is too long to televise directly. Movies also permit a retake if the process should not work out successfully on the first trial.
7. For outdoor scenes in a television drama. Same actors are used and audience can't tell where movies leave off and live telecast begins.
8. For introduction of especially elaborate program features, to which the producer may want to give more time in production and editing than the live telecast permits.

Most of Dr. Goldsmith's talk was devoted to the similarities and differences of movies and television, particularly as they affect production techniques.

Ellis on Future Broadcasting

(*Continued from page 64*)

tinue so, but in general the conservation measures practiced by broadcasting stations have made it possible for manufacturers to meet most of the essential needs of stations without interfering with the war effort.

Microphones are available in limited quantities. Simpler types of speech amplifier equipment can be procured where a station demonstrates that it is necessary for continued operation. Here again the supply does not permit expansion of existing facilities.

Turntables Scarce

Turntables and recording equipment continue in very, very tight supply and probably will remain so for some time. Applications for such equipment should be made on Form WPB-541. It is impossible to predict when production of broadcasting equipment may be increased to a point where it will be available to new stations under present military schedules and because of unpredictable war developments.

Video, FM Omitted

Concerning the policy on applications for new or expanded broadcasting facilities, WPB did not have television and frequency modulation (FM) in mind when this policy was stated and no new authorizations are being made for television and FM broadcasting.

The postwar picture of broadcasting is difficult to predict. Undoubtedly, the radio field, including both the broadcasting stations and the home listeners, will be able to make use of many new developments coming out of this war. Equipment for standard broadcasting will be more efficient and easier to maintain and operate.

Television and FM probably will come into their own. Walkie-talkies and mobile broadcasting and receiving equipment will be more widely used, not only in broadcasting, but by many other public services and in many other industries for short-range communication.

FM is going to be of greater value to broadcasting and may permit many new stations in towns now having too few outlets and will also provide other important services.

Television Future Good

Television had demonstrated before the war that it was to have a permanent place in the broadcast picture. New technical developments resulting from war experience probably will bring the price of television receivers to within the reach of almost any pocketbook. American mass production methods will assist in this development. Advances in radio relaying and the use of coaxial cables will allow wider dissemination of television programs than were possible before the war.

On the whole, the broadcasting industry may look forward to important development and growth and wider public service in the postwar era.

Two Records To Remember—

KFNF

"The Friendly Farmer Station"

SHENANDOAH, IOWA

1. In One Month, March 26th thru April 26th, 1944, started or accepted contracts calling for production, before May 1st, 1945 of up to— 3958 Commercial Quarter Hours.

2. Increased Net Time sales by more than 278% In 24 months — May 1944 against June 1942.

Proof beyond question that KFNF dominates an important portion of the nation's richest farm market. Yes! You can spend more to reach fewer farm folks—but why?

In the Heart of the Missouri Valley — It's

KFNF

1000 Watts Shenandoah – Iowa 920 KC.

For availabilities write or wire direct to Frank Stubbs, Mgr., KFNF, Shenandoah, Iowa

DICK BROWN
records for
LANG-WORTH

Eddy on Costs

(Continued from page 74)

proportion. This same index of return apparently holds true in television making the problem of production cost one that can be regulated by company policy and local competition.

Based on actual experience at WBKB, it can be shown that a television station not only will not cost millions to construct and operate but in contradiction to this assumption can be built, staffed, and programmed for less than $200,000 a year. Necessarily these figures are taken from a pre-war experimental operation based on the minimum of five hours a week but on the other hand these costs represent expenditures over a period where no income was received from any program and the costs of equipment were in many cases double that of today.

It further represents the cost of converting space, tower construction, mobile unit and other experimental costs of a developmental nature. Although this figure does not take into consideration either talent cost or union operation it is belived that postwar stations can be built and operated at well under this figure of $200,000.

Outdoor Map

GIANT OUTDOOR relief war map, constructed in two sections, showing progress in the European and Pacific areas, has been erected in CBS Hollywood studio building fore-court. Allied front lines are changed with each news flash, while loud speakers keep passersby informed of latest battle bulletins. In addition, last minute flashes are posted in an outside glass-enclosed bulletin board. Battle lines on relief portion of map are indicated by a series of arrows on movable pins. James Cantwell, CBS Hollywood art director, designed the map with display constructed under direction of Ralph Taylor, sales promotion. Overall size of map is approximately 23 by 9 feet.

COUNT BASIE
records for
LANG-WORTH

The news comes to
Chicago's millions...

...via WMAQ

From London and the French invasion towns, Rome, the Karelian Isthmus, from Yunnan Province and the South Pacific islands, accurate news is INSTANTLY brought to Chicago's millions by WMAQ.

The expert commentators, analysts and reporters who serve WMAQ, command the attention of the vast radio audience in the rich Chicago market—second largest in the United States. To them belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

The great news-hungry mass of people who instinctively tune to WMAQ for the latest happenings both at home and abroad is another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers have learned that their campaigns on this station do reach and influence millions of people and that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

They all tune to the

National Broadcasting Company

It's a National Habit

America's No. 1 Network

NBC

A Service of Radio Corporation of America

Loucks on FM

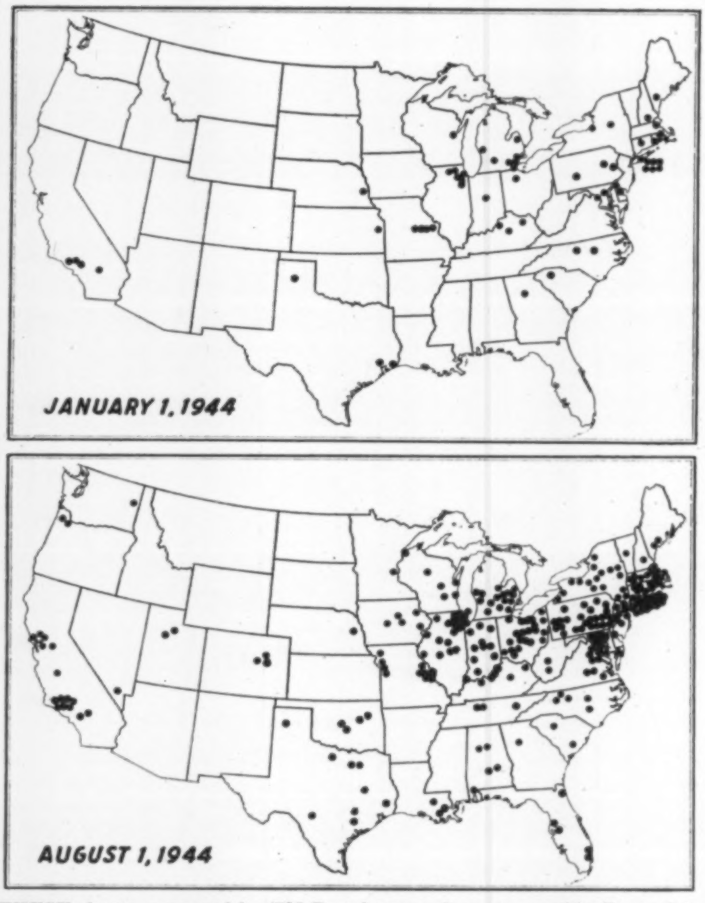
(Continued from page 48)

an opportunity to utilize a new localized type of copy—tailored to fit the area in which it must accomplish its purpose.

Government may well recognize in FM an opportunity to build an improved public service and a democratic competition at the same time. FM's freedom from interference—both natural and man-made, its full-fidelity potential and its inherent spectrum economy are factors which can contribute to this goal. FCC Commissioner Durr has appropriately defined FM as "a whole new radio kingdom."

FM will rate high among the job providers after the war. Thousands will be needed to staff the numerous stations it will make possible. Still more thousands will find their ways into related industries whose demands for personnel will grow because of FM. A whole new horizon of opportunities should be opened for entertainment talent.

How long will it take FM to develop to its full height? Industry leaders have predicted that FM will fully replace AM within 8 to 10 years after the war. It has been estimated that 5,000,000 FM receivers will be sold within one year and 20,000,000 within four years when they again become available. Dr. W. R. G. Baker, General Electric vice-president and chairman of the Radio Technical Planning Board, has predicted 500 FM stations within five years after the war. Recent events tend to make all of these forecasts appear conservative.



THESE charts, prepared by FM Broadcasters Inc., geographically depict the increase in FM applications from 60 last Jan. 1 to upwards of 210 now.

Actually the rapidity with which FM can develop need depend only upon how swiftly and how thoroughly the public receives and absorbs its message. Surveys show that nearly all who will buy radios after the war desire some or all of the features which FM can provide. Not all of them, unfortunately know that there is a new radio system which makes these features available.

Investors appear daily who are fully aware of the FM commercial potential. They seek, however, qualified guidance into the field—information which will help them set their FM plans in motion.

FMBI, the new industry's trade association, has been serving as a clearing house and dissemination point for FM information. From its Washington headquarters, 711 Colorado Bldg., it endeavors to tell the FM story to all concerned. As a contributing sponsor of the Radio Technical Planning Board it is active in the planning which will recommend the freedom of development FM is to be afforded. It strives for the kind of freedom FM deserves.

The organizers of the trade association helped lay the very foundations of the new art. It was active at the commercial launching. Begun by an interested few, its membership has grown this year from 73 to 126. It fully deserves the participation of all those who now and hereafter associate themselves with the commercial and educational aspects of FM broadcasting.

Construction Costs

No timely discussion of FM can be complete without some venture into the prediction of costs. Questions which potential FM broadcasters want answered seem to present themselves in the following order: How much coverage can I get? How much will it cost? What will my operating costs be? When I've decided what I want, where do I go to get it?

The successful FM broadcaster will be guided more by his needs than by his wants. Within reason he can usually get the coverage he wants but he will be wiser to determine the area which he can most profitably serve. That will generally be his own or his city's sphere of social and economic influence, the area from which the city draws its trade.

Estimates of construction cost must be carefully qualified if they are not to be misleading. They naturally cannot take into consideration the mass production economies which will be learned from the war. Nor can they contemplate correctly the purely local items

in POST-WAR OKLAHOMA

The market will still be the
MAGIC EMPIRE
and the station to sell it
KTUL *Tulsa*
5000 WATTS • CBS

write
Free & Peters
inc.
for
COMPLETE
MARKET
DATA

BASEBALL CONTRACT

"—but remember, Dad, Harry Heilmann announces over WFDF Flint."

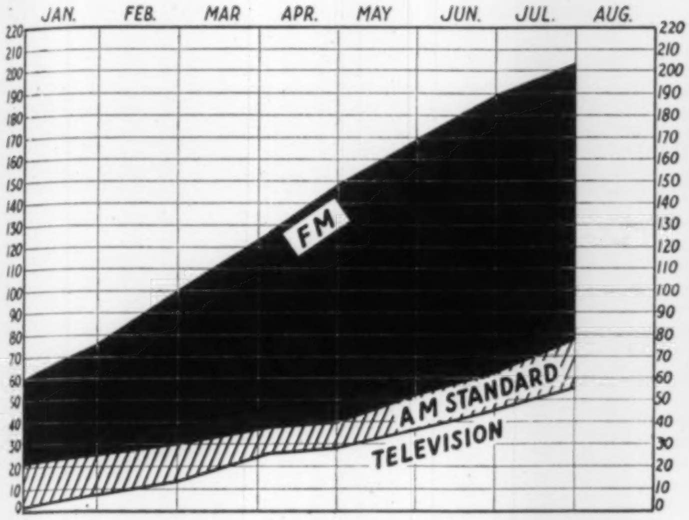


CHART depicting status of Television, Standard and FM applications pending before FCC as of Aug. 1, prepared by FM Broadcasters Inc. FM applications have increased from approximately 60 in Jan. 1944 to 210 as of Aug. 1. Virtually all applications automatically go to the pending files under war-time restrictions. Note sharp incline of FM.

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such as studio and transmitter sites and buildings.

The same is true of operating cost estimates. This expense will depend in large part upon the quality of the operation intended.

In both instances some items can be roundly estimated. FMBI has prepared such round and carefully qualified estimates for the guidance of prospective FM broadcasters. They appear elsewhere on these pages.

The shortest cut—and perhaps the most economical move in the end—is to secure the counsel of a good attorney and the talent of a competent engineer who will, if advisable, prepare and prosecute the application.

CHRISOPHER CROSS, assistant head of the Mutual publicity department, will collaborate with Brig. Gen. William R. Arnold, chief of U. S. Army chaplains, in writing "Soldiers of God," the story of the work of all Army chaplains in World War II. Volume is scheduled for publication in the spring of 1945 by E. P. Dutton & Co., New York.

FDR-Dewey Appeals

SHERMAN H. DRYER, WGN Chicago writer-producer, is the author of an article comparing the radio appeal of Roosevelt and Dewey, soon to appear in *This Week*, syndicated newspaper magazine section. According to Dryer, Dewey is the only competitor possessing a good radio voice and effective delivery that Roosevelt has faced since 1932.

TONY PASTOR
records for
LANG-WORTH

"But we have six better ways to get Atlanta folks to tune to WAGA!*
*CAR CARDS, BILLBOARDS ANNOUNCEMENTS, NEWSPAPER ADVERTISING AND PUBLICITY AND THE WA-GAZETTE

WHY is a Farmer?

Why is a farmer expected to love metropolitan stations which condescend to one farm program a day? He can't be.

A farmer wants market reports when he needs them. And he wants them given by a fellow who knows his livestock and his grain. He likes farm news and USDA requirements interpreted by a farm editor who knows his farming. He likes live-talent shows em-ceed by a friendly chap who can personalize entertainment. He gets *all* this from KMA.

And there you have the *secret* of KMA programs—the reasons why KMA *is* the No. 1 Farm Station in the No. 1 Farm Market. No other station in this area gets more than *half* the listener mail KMA gets each year. No other station in this No. 1 farm region is a *full-time* farm station.

Everyone knows the average Iowa farmer made $7,672, in 1943. That's why everyone is learning that KMA is your best buy—in 1944—in the No. 1 Farm Market. Call Free & Peters today. To set your availabilities, the time is NOW.

KMA
BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND
SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

NOW! More Than Ever—

WFMJ

The BEST RADIO BUY in

Ohio's 3rd market

Hooper Station Listening Index—Oct. '43—Feb. '44				
	WFMJ	B	C	D
Mon. thru Fri. 8 to 12 A. M.	46.9	18.2	11.7	14.5
Mon. thru Fri. 12 to 6 P. M.	30.8	19.2	15.2	24.5
Sun. daytime 12 to 6 P. M.	37.4	19.1	12.1	22.1
Sun. thru Sat. 6 to 10 P. M.	23.2	35.4	...	32.1

Ask Headley-Reed

New York Chicago Detroit Atlanta San Francisco

WFMJ

"Youngstown's Blue Network Station"

WHAT ARE YOUR POST-WAR POSSIBILITIES

in the DETROIT AREA

THEY'RE DEFINITELY GOOD! And the best way to assure yourself a healthy slice of profits from America's Third Market after the war is to hook up with CKLW **now!** Let us show you how 5000 watts at 800 kc. gives you the largest concentrated coverage at the lowest dollar cost and will help make your post-war plans sure-fire! Time schedules at present are jammed, but we can, occasionally, squeeze in a new advertiser. Let's talk it over!

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

Dumont on Television Stations

(Continued from page 82)

Sitting on one side of the director is an engineer who shades the pictures as they come up for proper light contrast. Sitting on the other side is a technical production assistant who pushes buttons putting cameras on and off the air at the director's command. Still further away is a sound man with turntables who superimposes off-stage sound effects and music, if and when the director wants them. The director is likewise in constant interphone communication contact with a projectionist in the film studio. A studio scene can be dissolved from camera to camera or it can be flashed from camera to camera at the director's discretion. Likewise the studio scenes can be faded into and out of film sequences.

Sequences

An illustration of this technique was a program known as "Television Roof". Studio cameras picked up a couple sitting in the living room listening to a radio program. The radio program ends —the wife says to the husband, "let's go to a night club"—where to—Television Roof—the husband gets up, turns off the radio, the wife puts on her wrap and the two of them exit on a fade. The film sequence dissolves into a couple entering a taxicab. The taxicab pulls away from the curb and drives through city streets at night-time. The cab pulls up to a curb, and the couple emerges. Studio cameras pick up a marquis of a building, dolly into an elevator with the door closing, dollies back and slowly pans up the face of a skyscraper. At this point film camera dissolves into a regular juke box type film of a band in a night-club. After about 35 or 40 seconds there is another dissolve back to the studio where an m.c. thanks the orchestra and goes into his routine of introducing entertainers.

Films Used

In a program of this sort which is interspersed with short films of dance bands coming back constantly from live studio to film studio the audience is never aware of a change from one to the other. Just like on a transcribed radio program the announcer at the end says "Orchestra and taxicab sequences were film presentations". But apart from this the audience has never been aware of this fact. We have had guests in viewing rooms at WABD who after the program have wanted to know if it was possible to get the orchestra leader's autograph. And when told that the orchestra leader had been present on film, have insisted indignantly that they were being given the brush-off.

It has been said that the technique of television programming more closely resembles that of motion picture production than of radio programs. This is only partly true since there is undoubtedly a great similarity between the two. The big difference, however, is that, whereas, in motion pictures many scenes wind up on the cutting room floor—in television there is no cutting room floor. The actor can't make a mistake and feel that after all the public won't see it. Television is instantaneous and everything the camera takes goes on the air. The "fluff" of a line, the embarrassed expression are seen and heard and as a result of this it has been found that those shows built around more informality where errors can be covered make for better television entertainment.

NEW FEMALE FIELD

WRGB Discovers Video Takes Well to Charm

WOMEN may find themselves leaders in the field of television when the medium gets fully under way after the war, according to the experiences of the GE television station, WRGB Schenectady. Over a year ago they hired Helen Rhodes, U. of Michigan graduate of 1942, with an A.B. degree in speech, and one semester completed toward her master's degree. She is now chief announcer.

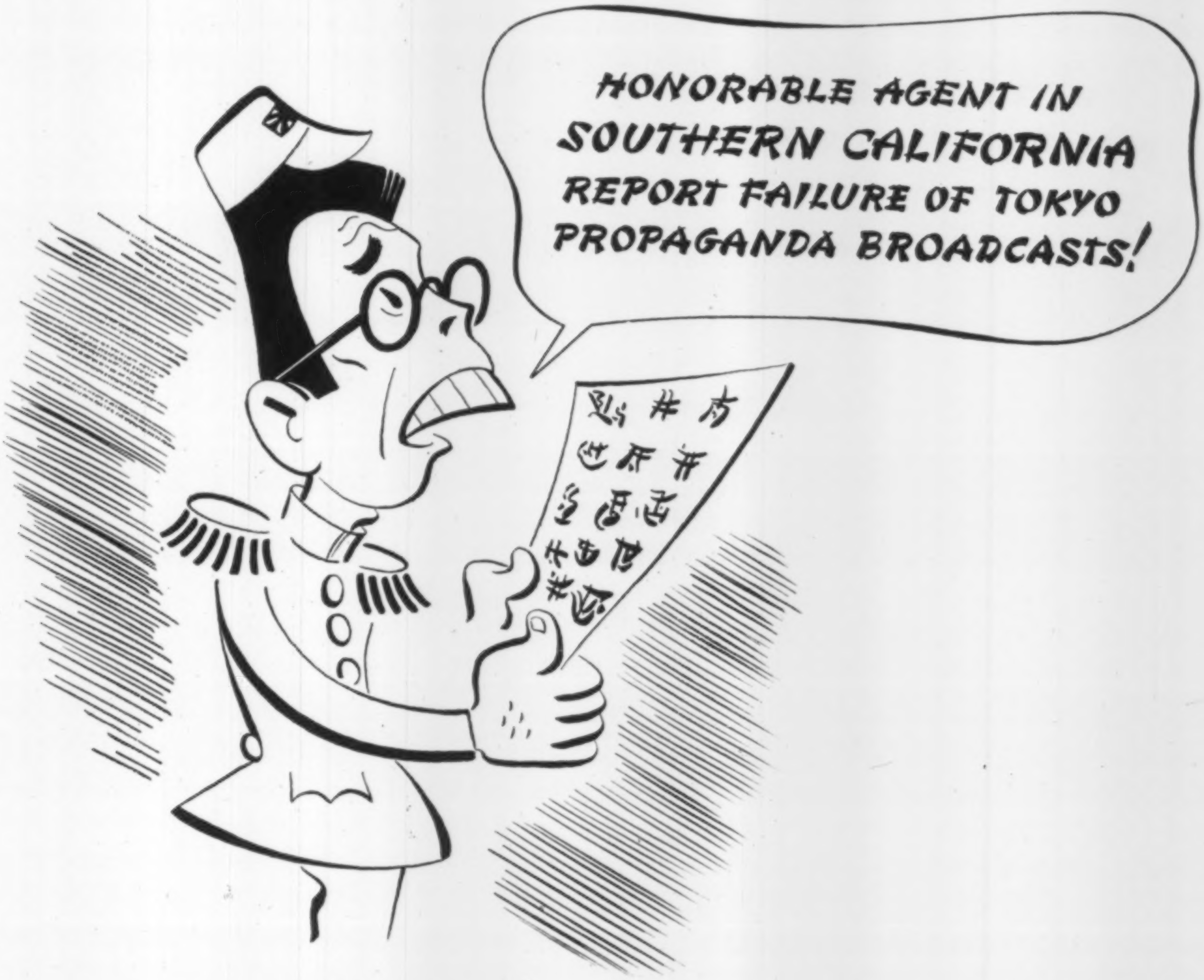
Combining a natural charm with genuine ability, she has proven the value of a woman before a video camera, not only as an announcer, but also on the production end. She plans programs, from operettas to military drills, supervises production, does scriptwriting, in addition to being chief announcer.

Sponsored Column

A SPONSORED morning newspaper radio column starts in the *Toronto Globe & Mail* on Aug. 22, a new departure in department store advertising to gain reader attention. Robert Simpson Co., Toronto and Montreal department store and mail order house, will use an 800-word column of friendly radio program news and anecdotes of radio artists in its regular full-page space in the morning newspaper thrice-weekly, Tuesday, Thursday and Saturday. The column is known as *Frank Chamberlain's Radio Column.*

Under One Roof

FORT BENNING, Ga., has now combined its PRO radio and newspaper activities in a new office at the post. There is a soundproof studio located with the newspaper *Bayonet*, in one wing of Post Headquarters. T/Sgt. Owen J. Remington, former Minneapolis and St. Paul newspaperman, is chief of the radio branch, directing eight radio programs originated on WRBL, WDAK Columbus.


HONORABLE AGENT IN SOUTHERN CALIFORNIA REPORT FAILURE OF TOKYO PROPAGANDA BROADCASTS!

Southern California WAR WORKERS LISTEN TO KGER!

Takahashi isn't the only one who has found out that working people in the Los Angeles-Long Beach area listen to KGER! Many advertisers who want to sell economically to the more than two million prosperous consumers in this area use KGER year after year—and get results! There are good reasons, of course: KGER gives you complete coverage of metropolitan Los Angeles and Long Beach, at rates that make KGER one of the best buys in radio. Consider KGER when planning your Southern California advertising schedule!

LOS ANGELES
LONG BEACH

"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

KGER

OWNED AND OPERATED BY MERWYN DOBYNS

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

WAVE DOESN'T JUMP FOR JOY (Ky.)!

Chances are, WAVE doesn't even jump *to* Joy (Ky.)—much less *for*. But don't let that make you sad. WAVE *does* leap all over the big Louisville Trading Area, which, with 57.5% of Kentucky's buying power, is what counts in this State! To gladden your heart further, WAVE gives you this market at lowest cost—gets *listeners* because it's the only NBC station within 100 miles. Try WAVE, and you'll jump for joy!

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

73

quarter-hours every week beam the messages of local and national spot advertisers into the homes of 17 counties—the entire Western North Carolina market—over

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
CBS
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY

Collingwood Report of Paris Liberation Brings Confusion

CONFUSION over premature reports on the liberation of PaPris developed last week following radio and published reports Aug. 23 that the French capital had been retaken and a subsequent denial from SHAEF Headquarters in London.

Charles Collingwood, CBS correspondent in France, had dispatched to London last Wednesday (Aug. 23) the first report of the French capital's self-liberation from the Nazis.

Translation Error?

At CBS it was explained that the story had reached London by courier plane in typewritten form and on film recording and that it had been assumed the script had passed Army field censorship. CBS editors who handled the dispatch for press distribution concluded that the context indicated the dispatch came from Paris and had placed the Paris dateline on it. The CBS New York office had asked the London office of the origin of the dispatch and the answer was Paris.

From London came a United Press report that possible explanation of what caused the premature announcement by the French may have been an error in translation from French to English. Reference to "the City of Paris", it was pointed out, could also refer to the island city in the Seine, as well as the entire French capital. The FFI did seize the island.

After the Collingwood dispatch, Gen. Eisenhower's headquarters last Thursday described as a "pure but serious" error the manner in which the Paris dateline dispatch reached the air Wednesday without having been passed by or submitted to Supreme Command censorship.

Story of the entrance into Paris of the French Second Armored Division on order of Lt. Gen. Omar N. Bradley was sent by Mr. Collingwood to London and read from there by Richard Hottelett. It was subsequently picked up by newspapers and press associations and appeared under a Collingwood byline on the front pages of morning papers Aug. 24.

Questioned for details about the story, CBS on Thursday said: "It was in typewritten form and with it was a film recording made by Collingwood. It was the first time in the experience of our London office that such a record had been accompanied by a script and it was assumed, it now appears erroneously, that the script had passed Army field censorship. The radio censor in London passed the script in time for delivery on the air at 12:45 a.m., London time, upon the statement of CBS men there that they assumed such prior censorship had taken place.

"Both the Collingwood story and the film recording, which was played later and which proved to parallel the script, contained these words:

"'The people of Paris rose in their might and drove the Germans out and then we came in with the French Second Armored Division proudly leading the way into the city which is the spiritual home of all Frenchmen.'

"Collingwood is an able and experienced war reporter whose coverage of the Allied invasion of North Africa won him both the Peabody and National Headliners awards in 1943."

With a script prepared in advance for the occasion, Coca-Cola Co. was ready to go on the air at 3 p.m. Wednesday on its regular *Songs by Morton Downey* program with a special show featuring appropriate songs—"The Marseillaise," "Pack Up Your Troubles" and "Mademoiselle From Armentiers," with no commercials.

Mutual the same evening broadcast at 8:30 p.m. *Salute to Paris*, a special musical tribute with Martial Singer, Abritone, and Enny Devries, formerly of the Paris Opera. NBC at 6:15 p.m. put on a special musical with Mr. Singer and Lily Pons, with songs including "Le Chant de la Liberation," and a message by M. Richard Rochmont, president, "France Forever." At 10:30 p.m. CBS broadcast *Paris Is Free*, documentary story of the city from the time of Nazi conquest to its liberation.

The Blue put on a special feature Thursday—*Bench on the Quai*, narrated by a fictional blind man who had lived in Paris under Nazi rule.

White House Decision Through Byrnes Expected Soon in AFM Recording Ban

DISPOSITION of James C. Petrillo's defiance of the War Labor Board's directive ordering AFM musicians to return to their recording work now rests on the White House doorstep, with the transmittal last week by WLB to Director of Economic Stabilization Fred M. Vinson of the two-year-old controversy.

Should the precedent of the Montgomery Ward case be followed, the White House could order the Government to take over the RCA-NBC and Columbia Recording Corp. operations, and thus order the AFM strikers to return to work. While there are other alternatives to force compliance, the extreme course of Government take-over was looked upon as most likely.

Vice-Chairman George W. Taylor, in his letter released last Friday, advised Justice Vinson of the Board's decision the preceding week to refer the issue pursuant to established wartime procedures. The dispute involving KSTP St. Paul and the musicians union, however, which also was ordered referred to OES, was not transmitted to Justice Vinson, but action by WLB is expected momentarily.

Mr. Taylor explained that he had been directed by WLB to advise OES of the failure of AFM to "accept the directive order of the Board determining a labor dispute" between the electrical transcription manufacturers and the union. Companies remaining in the dispute are NBC Radio Recording Division, Columbia Recording Corp. and RCA Victor. The union, Justice Vinson was told, had refused to lift its ban on members working for these companies as ordered by the Board. Previously, other transcription and record firms had come to terms with AFM. The Board had voted 10-2, with the two AFL members dissenting, to refer both the recording and KSTP cases.

Justice Vinson, under OES procedure, will consider the evidence in the dispute and determine whether to recommend to the President that punitive action be taken. It is expected that the ruling will come through Justice James F. Byrnes, Director of War Mobilization, in his unofficial capacity as "assistant President." An official noted for speedy action, Justice Vinson may transmit his recommendations to the White House within a fortnight, it was thought.

Do you Know
Ultra low-drift Crystals are now available for prompt shipment to Broadcasters

HOLLISTER CRYSTAL CO.
Boulder Colorado

what makes a . . .
EXCLUSIVE

SAUCIEST of the "gnawing" mammals, the Squirrel is EXCLUSIVE because of its thrift . . . and because of its scolding bark, its blithe spirit. Gray, black or reddish brown, living mostly in trees in evergreen forests, building its nest of leaves and twigs in tree cavities, the Squirrel feeds on grain and nuts which it stores away and saves up for the winter.

K-O-Z-Y . . . FIRST FM VOICE in the Kansas City Area . . . is EXCLUSIVE by right of its Pioneering Spirit, its Proven Ability, its Practical Potentialities. KOZY is not just Dreaming it Out for the Duration . . . it is Building and Bettering its Service Assets to You and the PEOPLE YOU WANT TO REACH! Do you want to know more? Write for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

NORTH
EAST
WEST
SOUTH
The Texas Rangers

SELL
MANY PRODUCTS FOR
MANY ADVERTISERS

NOW ON

KFYO
Lubbock, Tex.
Selling Flour

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

A
Quality Station
with
Mass Appeal
in a
Rich Market

WCBM
BALTIMORE
The BLUE NETWORK Station

JOHN ELMER
President
GEO. H. ROEDER
General Manager

FREE & PETERS, INC.
Exclusive Nat'l Representatives

FCC Approves Seven Station Sales Involving More Than $700,000 Total

ENJOYING ANOTHER transfer field day, the FCC at its meeting last Tuesday granted seven stations sales transactions involving an aggregate of $700,000. At the same time it approved some two dozen other broadcast items, in an effort to clear its docket preparatory to the all-embracing spectrum reallocation hearings to get under way Sept. 28.

Heading the transfer approvals was the assignment of WSAI Cincinnati, regional on the Blue, by the Crosley Radio Corp. to Marshal Field, Chicago department store owner, newspaper publisher and broadcaster, for $550,000. Mr. Field had acquired WJJD Chicago for approximately $750,000 and is understood to be considering at least one other station acquisition. He publishes the *Chicago Sun* and *PM*.

Also approved was an exchange arrangement whereby 66⅔% of KALE Portland, Ore., was transferred from C. W. (Chuck) Myers, former NAB president, and Mrs. Josephine Hunt, to the Portland (Ore.) Journal Publishing Co. in exchange for 25% of the stock held in KOIN by the newspaper. This transaction, growing out of the FCC's "duopoly" regulation, gives Mr. Myers and Mrs. Hunt full ownership of KOIN (Mr. Myers holding control) and the newspaper 100% ownership of KALE.

WLAW Acquisition

Acquisition of control of WLAW Lawrence, Mass., by Irving E. Rogers for $26,687.03 was approved by the FCC in another transfer transaction growing out of a settlement of the estate of Alexander H. Rogers. The acquisition covered 337 shares, or 56.17% of issued and outstanding stock from Irving E. Rogers, Harold B. Morrill and National Shawmut of Boston, executors under the elder Rogers' will.

Sale of WFPG Atlantic City, by 21 stockholders to a group of nine, several of whom are interested in WSTV Steubenville, Pa., WKNY Kingston, N. Y., and WJPA Washington, Pa., for $83,775, also was approved by the Commission. The new stockholders are John J. Laux, general manager of WSTV, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch, chief engineer of WSTV, and John L. Merdian, program director of WSTV.

Sale of KAVE Carlsbad, N. M., by Barney Hubbs, A. J. Crawford, Jack Hawkins, and Harold Miller, doing business as Carlsbad Broadcasting Co., a partnership, to Carlsbad Broadcasting Corp. for $22,000 also was approved. New owners are Val Lawrence, president (52.6%), general manager of KROD El Paso; Gene Rethmeyer, treasurer (21.1%), KROD sales manager; Norman R. Loose, vice-president (10.5%), advertising man; and Edward W. Talbott, secretary (15.8%), chief engineer of KROD. Messrs. Hubbs and Hawkins are owners of KIUN Pecos, Tex., and are selling their KAVE interests to devote their time to that station.

WEMP Switch

Transfer of control of KSUB Cedar City, Utah, from Leland M. Perry to Radio Service Co. of Utah, licensee of KSL Salt Lake City, for $5,061, was approved at the same meeting. The purchase, involving 50.2% of the stock, leaves Mr. Perry with the minority ownership. He will remain as station manager. Ivor Sharp, vice-president of KSL, said the acquisition was to provide better program service to Cedar City under the joint operation. The station is on 1340 kc with 100 w.

Sale of WNBZ Saranac Lake, N. Y., by Carl F. Woese to John F. Grimes, general manager, for $24,000, also was approved. Mr. Grimes is also a writer for the *New York Times* and the *Syracuse Post-Standard*.

The FCC approved voluntary assignment of the license of WEMP Milwaukee, from Glenn D. Roberts, his wife and several other partners, doing business as Milwaukee Broadcasting Co., to a new partnership, wherein Leo T. Crowley, director of the Foreign Economic Adm., and James E. Markham, Alien Property Custodian, sold their one-eighth interest for $12,500 to Rachel Young LaFollette, wife of Sen. Robert M. LaFollette Jr. Other partners, in addition to those named, are Welwood Nesbitt, Sen. LaFollette, Evelyn H. Dolph, wife of William B. Dolph, executive vice-president of WOL Washington; and Hope D. Pettey, wife of Herbert L. Pettey, director of WHN New York.

Voluntary assignment of the license of KJBS San Francisco, from Julius Brunton & Sons to KJBS Broadcasters, a newly formed partnership, also was approved. There was no consideration involved, since the new partnership recently acquired the station from the Brunton family, operating KQW San Francisco, for approximately $250,000. They are Mr. and Mrs. Dolph, Mr. and Mrs. Pettey, Sen. D. Worth Clark (D-Idaho), Helen S. Mark, president of WOL; Glenna G. Dolph, Mr. Dolph's sister-in-law; Edwin P. Franklin, general manager of KJBS; Elizabeth N. Bingham, wife of Herbert M. Bingham, Washington attorney; and Alice H. Lewis, wife of Fulton Lewis jr., radio commentator.

Couche Is Named As Head of KALE

APPOINTMENT of Charles E. Couche, advertising and promotion manager of KOIN and KALE Portland, Ore., as general manager of KALE, upon its acquisition by the *Portland Journal*, was announced last week by P. L. Jackson, publisher of the *Journal* and president of KALE. The FCC last week approved an exchange of stock interest whereby KALE became the property of the *Journal* in its entirety, in exchange for a minority interest held by the newspaper in KOIN [see story at left].

Mr. Couche

Since 1935 KALE, a Mutual outlet, had been operated in conjunction with KOIN, the latter a CBS outlet, the *Journal* having had minority ownership in both stations. C. W. (Chuck) Myers had been directing head of both stations and now will devote his entire time to KOIN, which he controls.

Mr. Jackson also announced the election of S. R. Winch as KALE vice-president. Mr. Couche announced that Norman A. Davis, for years a member of the KOIN-KALE commercial department, has been named commercial manager of KALE. A full staff already has been assembled. New modern studios for KALE are in process of completion on the ninth floor of the newspaper building, in downtown Portland. Operation from the new location took place promptly upon FCC approval, but formal opening of the new quarters will not take place until alterations are completed.

KJAN Signs NBC Pact; Gordon Named Manager

AN AGREEMENT whereby KJAN Monroe, La., new 250 w outlet on 1450 kc, will become an NBC affiliate when it goes on the air shortly was announced last week by James A. Noe, president of KNOE Inc., to which a construction permit has been granted [BROADCASTING, Aug. 7], and president of WNOE Inc., license of WNOE New Orleans.

Mr. Gordon

At the same time Mr. Noe, former Governor of Louisiana, announced that James E. Gordon, vice-president and general manager of WNOE, also will manage KJAN. The FCC on Aug. 1 granted petition for reconsideration and grant without further hearings of the KJAN construction permit, subject to the WPB-FCC Order of Jan. 26. Station has cleared the WPB and construction is underway.

WING
Going to town
BASIC BLUE NETWORK • 5000 WATTS

We at WING are "going to town" for the Convention . . . Just to chin a little, have some fun and learn all we can.

Figure wise (a good convention thought) and fact conscious, we at WING have been going to town for a long time. Reasons, . . . Plenty . . . 55,855 population increase, . . . one of the highest per capita incomes in the United States . . . an excellent postwar future. For proof of what WING can do in "going to town" for your products in Dayton write or wire today.

WING

DAYTON, OHIO

WEED & COMPANY NATIONAL REPRESENTATIVES

SPOTS IN THE MORNING?

SPOTS IN THE EVENING?

ASK A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

Engineering Dependability

Lehigh vertical radiators give unexcelled coverage and top performance. That's why Lehigh vertical radiators are preferred by hundreds of engineers in radio stations the country over.

Lehigh is now producing for Victory. After Victory, for AM, FM and television.

BUY LEHIGH

•

Radio Division

LEHIGH

STRUCTURAL STEEL COMPANY

17 BATTERY PL., NEW YORK 4, N. Y.
Plant at Allentown, Penn.
Offices in Principal Cities

New Law Needed—Ryan

(*Continued from page 41*)

world today, and so aided in keeping up morale on the home front, in the camps and on the battlefronts. In addition to providing radio entertainment for servicemen, radio entertainers made personal appearances at the camps and at the fronts.

The result of all this was increased listening. When it is recalled that before the war between 85 and 90 homes out of every 100 in this country were radio-equipped, this result appears the more extraordinary. It was accomplished in the face of considerable difficulty in getting replacement tubes, parts, etc.

Radio Is First

When the last shot is fired, what will be the trend of radio listening? While it is true that the news will not have the same world-changing quality, the problems connected with the making of the peace will hardly be of less importance than the news which today we receive through our radios.

Almost every important thing is heard first by means of radio, whether it be strictly in the line of news, the expression of opinion of statesmen and politicians, the presentation of a new Shostakovich Symphony, the criticism of a new book, or the thousands of programs that are presented for entertainment and amusement. Everyone will continue to talk about yesterday's radio programs.

It is no news to the public that radio stations are currently enjoying a good business. Most of them are operating on the profit side. For many station managers, next to trying to maintain an adequate staff under present manpower shortages, the greatest difficulty has been to find enough time on the air to satisfy all demands.

What will be the trend of advertising after the war? Total radio advertising volume had been steadily increasing before 1942, and would undoubtedly have shown substantial increases in 1942, 1943 and 1944 without the added impetus that the war undoubtedly gave. There are a few—a very few—advertisers on the air today who may discontinue their advertising when peace comes, and more who may curtail the amount of air advertising they are now using.

On the other hand, many new advertisers, or old friends now temporarily off the air, will turn to radio as a means of assistance in moving their product. This is especially true of dealers in automotive lines and in household appliances.

New business can be expected from department stores and specialty shops as the advantages of radio advertising are brought home to these merchants. All in all, it seems to me, that while there may be a slight momentary falling off in advertising volume after the war, it will be rapidly overcome, and the present pace will for the most part continue.

What of the form that broadcasting will take after the war? There we have a tough question. What about FM, television, facsimile? Will frequency modulation supersede amplitude modulation as the means by which the radio programs of the future are brought to the public? Is FM as free of all imperfections as some feel? Can AM be so improved as to make unnecessary a switch to other frequencies with consequent scrapping of hundreds of millions of dollars worth not only of transmitting equipment but of receiving equipment in the hands of the public? Is television as near as it seems to some? Will facsimile prove up to the high expectations that were held for it some years ago?

Without being able to appraise two factors, these are difficult questions to answer with any assurance. The first factor is the progress that has been made in the laboratories during the war. What stupendous changes will come from this direction when the curtain of secrecy is raised that, of national necessity, had to be drawn while the war was going on? We can only guess at some of these changes and improvements.

FCC Rules a Factor

The other factor has to do with the rules and regulations that may be established by the FCC. Without a more accurate knowledge of these two variables, it is rather useless to try to speculate. We can only surmise that the future of radio broadcasting will be even more exciting and fascinating.

And what about international shortwave broadcasting? When the war came, there were 11 shortwave stations, owned and operated by seven companies. Through the Office of War Information and the Coordinator of Inter-American Affairs the programming was taken over completely by the Government, although the technical operation remained in the hands of the owners. In addition, these same owners serve as contract operators of the new international stations built by the Government, making a total of 30.

What is to be done with them when the war is over? Will the new stations be dismantled, sold to private ownership, operated by the Government, or will there be a combination of operating methods? Will there, indeed, be any international shortwave broadcasting in the postwar world?

The crying need of American broadcasting for the present and the future is a new radio law which shall be more definite in marking out the limits of the rights and the obligations of the nine hundred odd licensees, on the one hand, and the rights and obligations of the regulatory body, the FCC, on the other. Very few industries have experienced the rapid growth that has marked commercial broadcasting in the period 1920-1944. Not many arts have passed through such engineering changes and improvements as has radio during this quarter of a century. Yet broadcasters are operating under a law originally passed by the Congress 17 years ago and revised 10 years ago.

The record of the licensees, by and large, in their development of this means of mass communication for the public good, has been so meritorious that they deserve to know more exactly the rules under which they are operating. Who can better appraise the "public interest, convenience and necessity" than the average station operator with his daily public contacts and his knowledge of the likes and dislikes of his immediate public?

I have such an abiding faith in the broadcasters of this nation that I feel they are entitled to know definitely all the rules of the game before they are asked to invest the hundreds of millions of dollars that will be necessary in the development of radio in the postwar world.

Broadcasting is an intriguing occupation. If at some times it seems to you to be slightly "wacky", it is only because it is spinning so fast on its way to the future!

1480 Kilocycles
Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

RADIO SYSTEMS ENGINEERING

RADIO SYSTEMS ENGINEERING is the coordinated application of the principles of engineering and economics to the formation of plans for the future which will be in the public interest.

With its extensive background of experience, JANSKY & BAILEY is pioneering the application of Radio Systems Engineering to the Frequency Modulation (FM) Broadcasting field.

• • • —

Owner and Operator of Washington's Experimental
FM Broadcast Station W3XO

JANSKY & BAILEY

CONSULTING RADIO ENGINEERS

NATIONAL PRESS BUILDING WASHINGTON, D. C.

TOMORROW
will be the day of
FM and
LINGO

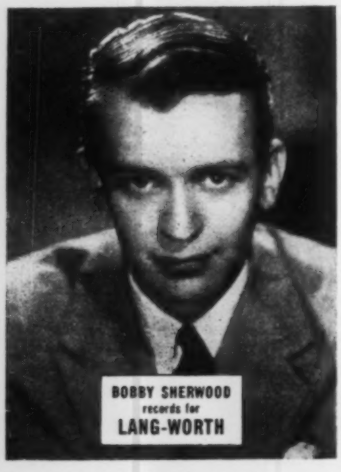
•Our past developments and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field.

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, Inc.
CAMDEN, NEW JERSEY

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day
1000 Watts Night
950 kc.
CBS
Spartanburg, S. C.
Represented by Hollingbery


BOBBY SHERWOOD
records for
LANG-WORTH

Murphy Assumes Operation of KSO

H. F. Holm Named Controller; Headley-Reed Appointed

WITH THE sale of KSO Des Moines consummated last week, the station is now operating under new ownership and management, according to an announcement last week by Kingsley H. Murphy, midwest newspaper, radio executive and new owner of the station [BROADCASTNG, May 8].

In addition to the appointment of George J. Higgins, formerly of WTCN St. Paul, as general manager [BROADCASTING May 15], Herbert F. Holm, formerly of the *Minneapolis Tribune* newspapers, will be new controller of KSO, while Ed Linehan, who has been with KSO since 1934, will continue as program director. Floyd Bartlett will join the station as studio supervisor; Dick Burris, veteran newscaster, will be director of the newsroom and Max M. Friedman and Mort Lane of Des Moines have been added to the KSO sales staff. Other KSO personnel will continue with the new management in various capacities.

Mr. Murphy

Mr. Higgins

Name Headley-Reed

Under the new management, KSO will be represented nationally by Headley-Reed Co., replacing the Katz Agency.

Mr. Murphy, who for many years was principal owner and executive of the *Minneapolis Tribune*, later branched out into the radio field, becoming affiliated with the reorganization of WTCN in the Twin Cities, with which he is still associated as vice-president. Referring to his plans as the new owner of KSO, Mr. Murphy said:

"We are going to continue the very fine service given by KSO in the past. As technical improvements are made and when such technical improvements are available, we will incorporate them at KSO so as to give our listeners the benefit of all new and improved facilities. We have plans for new studios, and these plans call for the latest and up-to-date material in both construction and engineering. We believe that our studios will be the finest in the midwest."

KSO now shares quarters with KRNT. Both stations will continue to use the same transmitter site and antenna, until such time as essential materials are released.

20th for WFBG

WFBG Altoona, Pa., affiliated with the NBC and Quaker networks, on Aug. 24 celebrated its 20th anniversary on the air. Operating on 1340 kc with 250 w power and unlimited time, station is managed by Roy F. Thompson.

Reinsch Names Merrifield

JOHN MERRIFIELD, farm director of WHAS Louisville since 1940, has been granted a leave by the station to accept the appointment of farm director of the Radio Division, Democratic National Committee, J. Leonard Reinsch, radio chairman, announced last week. A graduate of Iowa State College, Mr. Merrifield started in radio at WLS Chicago and subsequently served as farm director of WLW Cincinnati before joining WHAS. He will develop special farm programs for the Democratic National Committee to be broadcast in the Midwest.

Mr. Merrifield

HOOPER RATING UP FROM LAST REPORT

C. E. HOOPER Inc., New York, in a report on August daytime network Hooper ratings, shows average program rating at 4.0, up 0.1 from the last report, down 0.6 from a year ago. Rating on average sets-in-use of 13.5 also shows an increase over the last report, registering a rise of 0.4, but showing a decrease of 0.2 from a year ago. Average available audience is 68.9, down 0.3 from the last report, down 2.4 from a year ago, according to the current report.

When a Girl Marries leads the list of "Top Ten" with *Ma Perkins* second and *Our Gal Sunday*, followed by *Big Sister*, *Romance of Helen Trent*, *Life Can Be Beautiful*, *Stella Dallas*, *Young Widder Brown*, *Kate Smith Speaks* and *Breakfast at Sardi's* (Kellogg). Top ranking Saturday daytime shows, not included in the weekday list are *Theatre of Today*, first, and *Grand Central Station*, second.

Hearing Deferred

HEARING before the National Labor Relations Board, to determine jurisdiction over platter turners in NBC and Blue owned stations has been postponed from Aug. 24 to Sept. 20. Action was taken at the request of Joseph A. Padway, AFM counsel. Sessions will be held at 120 Wall St., New York, before James Paradise, examiner. NLRB will investigate claims of the National Assn. of Broadcast Engineers & Technicians to jurisdiction over disc turners at network-owned stations in Chicago, where AFM members now operate turn-

Nunn Stations Rep

JOHN E. PEARSON Co., Chicago radio representatives, is representing the Nunn stations WLAP WCMI WBIR KFDA according to an announcement by Lindsey Nunn and John G. Ballard.

WCOL Names Renick

JAMES L. RENICK has been appointed by WCOL Columbus, O., to head the outlet's publicity and promotion department which has been expanded to include merchandising. Mr. Renick for the past 10 years has been director of the athletic news service of Ohio State U.

Public to Be Told Of NBC 'Parade'

SPECIAL network programs will be used to stimulate public interest in the NBC "Parade of Stars" promotion, one-time seasonal project which now is to be used the year around. In addition, NBC plans displays throughout the country of its Bandbox, containing promotion material. New England and other key cities will get the displays.

Preceding the project will be an intensive campaign in radio and advertising trade publications, supplemented by posters, stickers and mailing pieces.

In closed circuit talks last Tuesday, Niles Trammel, NBC president; William S. Hedges, vice-president in charge of stations; Roy C. Witmer, vice-president in charge of sales, and Charles P. Hammond, NBC director advertising and promotion, introduced the "Parade of Stars" project to station managers.

Immediately following the talks, distribution of the 1944-45 edition of "Parade of Stars" to 140 affiliated stations began.

Recordings by NBC stars again form the backbone of the promotion set, with a large number of transcribed spots, many of them shorter than heretofore. The 12-inch recordings as well as scripts, editorial, photos and other promotion aids covering NBC's list of some 90 sponsored shows, were shipped out to NBC stations last week in brightly colored Bandboxes.

UNIVERSAL STROBOSCOPE
UNIVERSAL MICROPHONE CO.
YOURS ..FOR THE ASKING

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO
INGLEWOOD, CALIFORNIA

We Ask You—

SHOULD ALL VETERANS WORK?

Every part of the Nation from Capitol Hill to the smallest American Legion and VFW Post is talking and planning on "Jobs for Service Men." What we have yet to see ballyhooed is the fact that for many of these service men a job immediately upon their discharge when hostilities are concluded is perhaps the last thing those men should have. Uncle Sam was the first regular, full-time 'employer' that thousands of the men in uniform had. For the young fellow who left high school or college to become a GI, the immediate job is possibly not the best for him. Completion of his educational program might be more important, not only to him, but to the future of America. World War I veterans know it. Yet in most instances, World War I reemployment committeemen have not been able to sell that idea on even a part-time basis to returning 'teen lads and fellows in their 20's. We think radio should take a look at the picture and slap the page of continuing education in its post-war planning book. We think that said service by stations will pay off plenty 15 years from now.

SHOULD RADIO ADOPT AAF?

Aviation is the new 'baby', now and post war. The field of aeronautics cannot absorb all of those men now in the air force. We think radio broadcasting should make a concerted effort to employ the returned AAF man. We don't care whether he ever saw a broadcast studio or not. Train him, and again fifteen years from now, radio with radio-air personnel will be a still more solid industry.

DON'T MANAGERS AND CHIEFS NEED HELP?

A lot of good guys from broadcast field went to war from 1940 to date. While they have been gone, a lot of other guys (and gals) have kept the programs rolling. During the interim, years of radio scientific research and development have been jammed into a few months. Yet results of that research being completely military have not been open for civilian surveillance. Likewise, so vast has been the development that correlation of the material has been impossible. When the war is over, this vast fund of scientific radio knowledge becomes available. What we propose and suggest is that in each NAB district two courses be set up with some major college or university for chief engineers and station managers. The course for the engineers could cover a six months period. The course for managers could perhaps be handled in two months. Not because managers are any smarter than chief engineers, but because their knowledge can be more superficial and not so exhaustive. The president of Stanford University and the engineering department of that institution have already indicated their interest in such a plan. Radio men who have stayed with the home kilocycles we think are just a little bit tired and need a shot in the arm with new ideas. The radio men who became GI's will be tickled to death to take over. This idea has been presented to or discussed with five men: Four Stanford officials and our chief engineer. Result? Reaction thus far favorable. If consummated, we think net result would again be one of enlarged and more intelligent service to radio listeners.

• • • ▬

THE VOICE OF THE REDWOODS

KIEM

Located at Eureka, California in heart of Redwoods is 1000 watt full time affiliate of Mutual Don Lee. Has highest day-night Hooper. Service facilities include shortwave stations KRED and KIDN, UP and INS news, MacGregor, World and Standard transcriptions and 48 local remote outlets. Strong signal serves Northwestern California and Southwestern Oregon. John Blair has immediate availabilities.

THE VOICE OF SOUTHERN OREGON

KUIN

Located in Grants Pass, Oregon at northern end of Redwood Empire is a 250 watt full time station serving that rich area of Oregon. Mutual-Don Lee affiliate, KUIN is completely modern in equipment with management under a six foot six individual who is rather proud of the job the station is doing. Hooper ratings are available.

FDR, Dewey Hail Radio

(Continued from page 39)

old headquarters at WSPD Toledo.

Mr. Ryan is expected to tell the Conference that he will shortly name a committee of three or five board members to consider the selection of a new paid president, subject to board approval. At this date, no names have been mentioned. Return to peace by next summer would make available a number of key public figures for the NAB helm.

Avid interest in postwar services has been evident among broadcasters for many months. With upwards of 200 applications pending for new FM stations, and with some 60 applications for television on hand at the FCC, interest in these new services has heightened week by week. Practically all standard broadcasters are giving more than cursory thought to these new services but are withholding actual prosecution of applications until they get first-hand information at the Chicago session.

Code to Be Aired

In addition to the normal budget of radio operating problems, there is injected at the conference reappraisal of the NAB Voluntary Code of Ethics. Under sharp attack by the CIO at hearings involving WHKC Columbus, the Code will be studied with a view to modification of certain of its provisions regarding sale of time in the light of prevailing conditions. The Code itself specifies that it must be the result of a continuous evolution of interpretations and policy to meet changing conditions of taste and circumstance. It was drafted originally in 1939 by the NAB Compliance Committee.

The formal opening of the conference on Tuesday will be preceded by meetings of 17 NAB committees on Monday, as well as affiliate sessions of the major networks.

Removed from the sphere of strict war topics will be a broadcast advertising clinic, at the opening session Tuesday, covering the entire field of broadcast business and programming activities. This will be highlighted by several panel discussions on phases of station sales and programming activities.

At the Wednesday session there will be unveiled a discussion of station coverage methods. Long a bone of contention among stations and their clients, this discussion is expected to touch off considerable debate on establishment of standardized methods of measuring coverage. Once agreement is procured on that knotty issue, machinery will be set in motion toward establishment of a standard method of audience measurement, likewise perennial topic at NAB conventions.

Another lively topic will be the music, centered around the bombastic activitiy of James C. Petrillo, AFM president. Scheduled for discussion at the Thursday morning session will be the AFM recording ban, still in force insofar as the RCA-NBC and CBS recording companies are concerned, and the platter-turner situation, wherein Mr. Petrillo proposes unionization of all record turners at stations as members of AFM. That proposal touched off a controversy which has spread in union ranks and has caused consternation among broadcasters. Cal J. Smith, general manager of KFAC Los Angeles, a vigorous critic of what he has characterized "appeasement" of the national networks is expected to precipitate the Petrillo platter-turner debate.

The concluding session Thursday will be given in its entirety to a postwar seminar on the future of broadcasting. Comdr. T. A. M. Craven, former member of the FCC, will preside over a panel in which a number of outstanding engineers identifified with FM, television and commercial broadcasting will participate. They include Maj. Edwin H. Armstrong, FM inventor; John V. L. Hogan, WQXR, a pioneer in the facsimile field, and Frank E. Mullen, vice-president and general manager of NBC.

Inevitably entering this discussion will be plans of broadcasters, under the aegis of the NAB, to present an overall case to the FCC on postwar allocations at the FCC hearings. Such matters as extension of the standard broadcast band below 550 kc to encompass the channels 540, 530 and possibly 520 kc will enter the discussions.

The precise nature of the testimony to be adduced at the FCC hearings will not be known until appearances are filed on Sept. 11. The FCC intention, however, is to limit the testimony to broad allocations policies, rather than to pleading of particular causes, such as East-West Coast duplication on clear channels, or individual applications for facilities in any branch of the spectrum. Proposals of FM, television and other licensees or prospective licensees for such services should be designed to cover overall allocations, rather than individual situations, according to FCC spokesmen.

It was indicated that special pleas would be rejected by the Commission, since it hopes to complete its allocations hearings within a month, giving it time to prepare recommendations to meet the State Dept's. deadline of Dec. 1 for data to be used in United States proposals at the forthcoming international conferences on telecommunications.

Any case presented by broadcasters, through the NAB, it was felt, should be developed with regard to provision of sufficient space in the spectrum to accommodate the maximum needs of the post-war services. With allocations set, manufacturers then would be in a position to design receivers to cover these new services in a minimum of time.

This procedure presages later hearings, probably covering each service to be accommodated in the enlarged spectrum, ranging up to 30,000,000 kc—the span to be covered at the FCC hearings for all types of services, including aviation, ship, government, amateur and industrial electronics uses, aside from broadcasting.

NAB participation in the Sept. 28 as well as in the subsequent allocations hearings will be considered by the new board of directors which will convene Friday, Sept. 1, upon conclusion of the War Conference.

Meyer Drug Series

MEYER BROS. DRUG Co., St. Louis, has bought *Speaking of You*, a five-minute transcribed series of oddities and stories produced by Neblett Radio Productions, for broadcast effective Sept. 11 on these 14 stations: KCMC KPLC WGCM WJDX KALB WJPR KMLB KARK KWTO WDSU WMC WCBS WJDO KRMD. Contract is for 52 weeks and was placed by Anfenger Adv. Agency, St. Louis.

Hosiery Spots

NEUMODE HOSIERY Co., Chicago, has signed for 260 time signal announcements five times weekly starting about Aug. 28 on WMAQ WGN WBBM WCFL WLS, all of Chicago, for 52 weeks. Agency is George H. Hartman Co., Chicago.

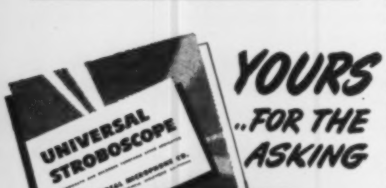
When It's Towers Go to TOWER

For years the West's largest Distributor of Radio Towers

Erection - Lighting Painting - Ground System

TOWER SALES & ERECTING CO.

6100 N.E. COLUMBIA BLVD.
PHONE TRINITY 1697
PORTLAND, OREGON

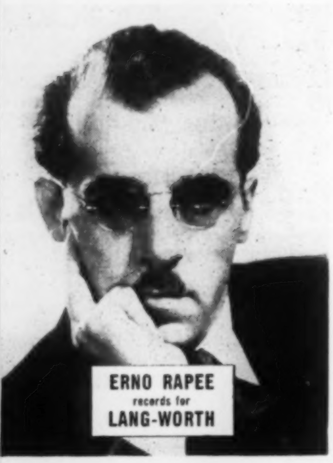


Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo. Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA



"PHOENIX AND TUCSON
WILL TAKE ALL PRODUCED"

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

CIO Plans Drive for Time

(*Continued from page 46*)

"coded" as unfavorable, but if the opposite were true and the CIO criticized the AFL, he would consider it "favorable".

Under cross-examination he said he had never testified before as an expert witness, that he formerly worked for the Office of Facts & Figures and later the Office of War Information, leaving OWI in September 1943. Mr. Loucks objected to all of his testimony.

Mr. Sugar, who was present throughout the hearings which began Aug. 16, took no active part, other than to advise with Mr. Goodman. Repercussions of the CIO's campaign to force radio into giving time were heard on Capitol Hill last week when Rep. Clare Hoffman (R-Mich.), in a floor speech assailed the UAW-CIO general counsel as "the same Maurice Sugar who, in 1917, in a United States Federal District court, entered a plea of guilty to a charge of conspiracy to induce persons to refuse to register in accordance with the Conscription Act then in force". Rep. Hoffman also charged that Mr. Sugar had been a candidate for Detroit City Council on the Communist ticket and had been supported by a Communist Party campaign document which said: "Vote for Comrade Sugar who is the friend of the foreign born and he will aid in making the revolution. Comrade Sugar has come out definitely against the church."

At Thursday's closing session Mr. Goodman introduced a deposition of Willard D. Egolf, NAB public relations director, in which the NAB official said there were no provisions for enforcing the Code, although member stations were expected to abide by its provisions.

Would Give Time

Taking the stand Wednesday, Mr. Everson testified that had Local 927 refused to buy time under conditions in keeping with the NAB Code, the station would have suggested "we get together on a sustaining basis". Mr. Goodman questioned Mr. Everson about his obligation in the public interest.

"I feel that as a manager of a radio station, I should see that my programs are well balanced," replied Mr. Everson. "As to the legal standpoint, I'll leave that to my lawer." He declared that the fact that organized labor was not on WHKC was "purely labor's fault".

"We are not going out at the present time and seeking sustaining programs," he asserted. "But should labor come to us with an educational, informative and instructive program, I shall be glad to give them time."

Mr. Goodman questioned the witness about Mutual's coverage of the Democratic National Convention. Counsel Loucks questioned the Convention coverage as to what "Mutual is going to do or has done. That's not our responsibility," he asserted.

"Insofar as what went over this station (WHKC) it is," interposed Commissioner Wakefield.

How Policy Works

Reverting to the scripts which the CIO alleges had been changed by the station, Mr. Everson said that under WHKC's future policy the scripts would be permitted "if that's what the CIO wants to say". With reference to changes in one script, Mr. Everson said:

"If the union wants to present a script that is belligerent towards management, to use an old saying, it's no skin off my nose." He added, however, with reference to certain alterations, that the station still felt portions were not in "good taste".

As to the controversial issues, he said the station now would accept them for broadcast on commercial time. He declared, too, that if a controversial issue were discussed on MBS and the network refused time to opposing sides, WHKC would grant such time if the station carried the program in question.

Mr. Everson was cross-examined at length on the station's future policy as set forth in a statement of fact filed with the FCC before the hearings began. Mr. Goodman referred to an NAB bulletin which advised against members accepting from the UAW-CIO a series of programs on the rollback of prices. "Do you still feel you'd be guided by the NAB?" asked the CIO counsel.

"You know darn well we wouldn't, Mr. Goodman," replied Mr. Everson. "We'll take anything that doesn't violate the laws."

"Under the Code you couldn't do that?" questioned CIO counsel. "No," was the answer. Mr. Everson said he did not object to the solicitation of memberships on the air, nor did he oppose the discussion of race, religion and politics. Then he asserted that "labor has been very backward" in public relations and in making its wants

(*Continued on page 166*)

RUSS MORGAN
records for
LANG-WORTH

WE ARE NOW
BUYING TIME
FOR FALL SCHEDULES

We represent a product that has a phenomenal sales record in Radio. You've probably heard of "THE WEATHERMAN" and the Weather House Forecaster pictured on this page.

"THE WEATHERMAN'S" story reads like a novel. For more than 2 years, one 15-minute program on *one 50 KW station* once a week has averaged 1500 orders per broadcast! Other stations also have done phenomenal selling jobs.

"THE WEATHERMAN" is literally going to town It's a highly reputable, remarkably successful, low-cost, high-volume product . . . and it is filling a nation-wide demand.

We're not on *every* Radio Station in the country, by any means. We've nursed "THE WEATHERMAN" along, picking our spots pretty carefully. Your Radio Station may have what we want. We know that "THE WEATHERMAN" is going to work out additional schedules with a great many new stations. Some of them will be large ones, and some of them will be quite small. Sincerely, we're interested in any Radio Station that can carry "WEATHERMAN" time to the mutual advantage of "WEATHERMAN" and station. If your station can sell a product of this kind, a product that has already sold over *many* radio stations and is still selling, we want to know about it.

Maybe it's unusual for an advertising agency to ask Radio Station Representatives or stations to Sell it radio time in this manner. That's one reason why we're doing it. We want immediate response. Maybe you have some ideas we haven't thought about. Maybe you have a station that's an absolute MUST for us.

We want to buy!

We suggest that you get in touch with your Representative, give us a ring or write us a letter — or better still, visit us during the N A B convention.

ROBERT KAHN & ASSOCIATES
Advertising

430 North Michigan Avenue
Telephone Delaware 5480
CHICAGO 11, ILLINOIS

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ELECTRONIC EQUIPMENT
Radio's Master
800 Page Buying Guide

SEND for this FREE CATALOG!

A Complete Centralized Source of Supply

Save precious time! If you are having difficulty procuring essential radio-electronic items we can help solve your problems. Hundreds of leading nationally-advertised brands are carried in stock—ready for immediate shipment on suitable priorities.

- ★ INSTANT SERVICE
- ★ 10,000 ITEMS IN STOCK
- ★ TRAINED TECHNICAL STAFF
- ★ 22 YEARS' EXPERIENCE

Available to purchasing agents and engineers, who write on firm letterhead. Address Box B.C.

—Telephone BArclay 7-1840—

SUN RADIO
& ELECTRONICS CO.
212 Fulton Street, New York 7, N. Y.

YOURS
..FOR THE
ASKING
UNIVERSAL STROBOSCOPE
UNIVERSAL MICROPHONE CO.

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

known with reference to radio time.

Referring to an editorial in the Aug. 14 BROADCASTING, Mr. Goodman asked the witness if he read the magazine, then commented: "That is the outstanding magazine of the broadcasting industry, isn't it?" Mr. Everson replied: "Yes, it is one of the best."

Mr. Goodman then read from BROADCASTING: "But the CIO all-out foray is one that bears watching. It is an organized campaign. The *Radio Handbook* of its Political Action Committee is a brazen, impudent effort to pressure broadcasters into yielding free time to CIO unions. Almost every pressure method ever devised is trotted out—complaints to the FCC, to newspapers and to union headquarters. A block-buster is dropped upon the NAB Code of Ethics, which has worked well in fostering self-regulation in radio. Unions are told to 'shout' and 'make it loud'; organize radio committees; get station refusals in writing."

Then he asked: "Would you consider it proper for labor unions to take steps expressed in this editorial?"

Hyde Objects

Commissioner Wakefield said he thought that line of questioning was "going pretty far afield" and Mr. Goodman asked if Mr. Everson thought it proper for a labor union to instruct its members as to how to go about getting radio time.

"I think labor unions should do it and do it fast," replied the witness. "You've been backward." There was considerable questioning as to why labor unions should get refusals in writing (as directed in the CIO *Radio Handbook* which admonished members to send the refusals to FCC Chairman Fly).

Mr. Hyde interposed: "It seems to me this has become an examination of labor and not of the issue." Mr. Goodman dropped the subject when Mr. Loucks interjected: "I'll tell you why they want it in writing."

Mr. Hyde questioned the witness as to Sec. 317 which provides that sponsored or furnished programs must be identified as to source.

Mr. Moses testified as to procedure with reference to the CIO scripts. He failed to recognize a copy of a speech by Richard T. Frankensteen, UAW-CIO vice-president, written for broadcast Aug. 8, 1943, as the copy which he said had been submitted. The CIO had introduced the script as the one used by Messrs. Moses and Evans at first reading by the station.

Bristol-Myers Plans

BRISTOL-MYERS Co., New York is understood to be considering Gracie Fields, comedienne, for the Tuesday 9-9:30 p.m. spot it has secured on the Blue network. Auditions are continuing for other program ideas. Firm discontinues Nov. 3 *The Parker Family* for Mum on the Blue Friday, 8:15-8:30 p.m. Agency is Doherty, Clifford & Shenfield, New York.

CHATTING at an office party welcoming personnel of the recently organized agency, Doherty, Clifford & Shenfield, New York, are (l to r) Joseph P. Hardie, sales manager, Bristol-Myers Co., for which DC&S handles three network periods; Chester MacCracken, agency's radio program director.

Roselaar Diamond Spots

LOUIS ROSELAAR & Co., New York diamond dealers, in promoting multi-facet diamonds, has made available a series of transcribed and live one-minute spot announcements and quarter-hour musical program for local sponsorship to jewelers throughout the country. Some 75 jewelers are now using about 100 stations, with new stations being added frequently. Majority of records are cut by Muzak Transcriptions Inc., New York. Partial station list follows: WKRO KFVS KORN WDBJ WFBM WMBD WADC WEEI KTAR WEAN KPQ WSTV WKBZ WJTN WGRM WBNY WSLS.

Wilshire Idea

WILSHIRE OIL Co., Los Angeles, on Sept. 2 starts weekly quarter-hour program, *That's a Good Idea*, on 5 CBS California stations (KNX KQW KARM KROY KGDM), Saturday, 6:30-6:45 p.m. (PWT). Series will dramatize ideas submitted by listeners on solution of common problems, with $5 award for each idea that is used. Contract is for 52 weeks. Dan B. Miner Co., Los Angeles, has the account.

Sheaffer Renews

W. A. SHEAFFER PEN Co., Ft. Madison, Ia., renews the *Scheaffer World Parade* for 52 weeks on the full NBC network, Sunday 2:00-2:30 p.m. (CWT), effective Sept. 17. Agency is Russel M. Seeds Co., Chicago.

Goldsmith Defends Panel 1 Activities

Says RTPB Group Is Acting Within Its Authority

REPLYING to the accusation of C. M. Jansky Jr., chairman of Panel 5 (FM Broadcasting) of the Radio Technical Planning Board, that in dealing with the question of FM band width, Panel 1 (spectrum utilization) was usurping the functions of Panel 5 [BROADCASTING, Aug. 21], Panel 1 Chairman Alfred N. Goldsmith, consulting radio engineer, has written W. R. G. Baker, general chairman of the RTPB, that "Panel 1 is acting strictly within its proper scope."

Pointing out that the official scope of his panel is "the analytical study of the factors pertinent to the most effective use of the transmission medium," Dr. Goldsmith states: "This means that this panel must know what services desire to use any band of frequencies, in what way such services propose to use the band in question, what carrier frequencies are available for each type of transmission, and what are the operating characteristics of each such band of frequencies. This is precisely what Panel 1 has properly been doing."

Tells of Questionnaire

Dr. Goldsmith reports that his panel sent a questionnaire to all the RTPB service panels, most of whom furnished "reasonable, complete and helpful" answers, but that Panel 5 submitted no such engineering data, indicated "by implication and omission that the statements of conclusions of Panel 5 represented what was essentially a final matter and one which should be accepted without questioning as to its engineering bases."

While Panel 5 has no obligation to give it material unless it wants to, "Panel 1 must draw its conclusions on the basis of the best *engineering* information available to it," he declares, adding that if it does not get such information from Panel 5 it will have to develop what it needs itself. "It cannot utilize assertions unsupported by an available engineering data."

SERVICE
on all
RECORDING PROBLEMS
local or national

COMPLETE FACILITIES FOR . . .
- • Spot Announcements
- • Remote Pick-ups
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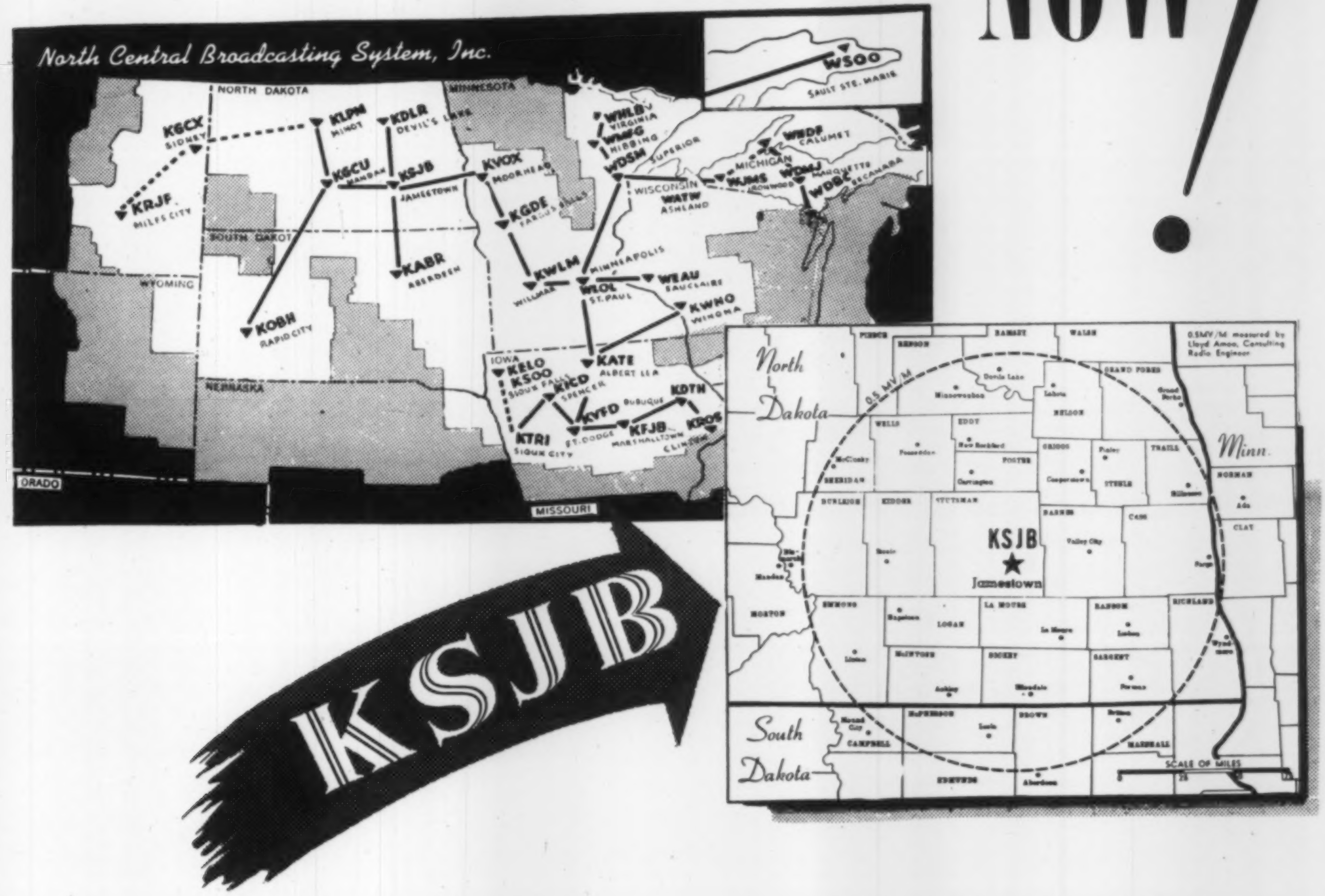
U. S. RECORDING CO.
1121 Vermont Ave. Washington 5, D. C.

FRANKIE CARLE
records for
LANG-WORTH

You'll want these facts NOW!


North Central Broadcasting System, Inc.
NORTH DAKOTA
MINNESOTA
SOUTH DAKOTA
WYOMING
NEBRASKA
IOWA
ORADO
MISSOURI
WISCONSIN
MICHIGAN
WSOO SAULT STE. MARIE
KGCX SIDNEY
KRJF MILES CITY
KLPM MINOT
KDLR DEVIL'S LAKE
KGCU MANDAN
KSJB JAMESTOWN
KVOX MOORHEAD
KGDE FARGUS FALLS
KABR ABERDEEN
KOBH RAPID CITY
WHLB VIRGINIA
WMFG HIBBING
WDSM SUPERIOR
WATW ASHLAND
WJMS IRONWOOD
WHDF CALUMET
WDMJ MARQUETTE
WDBC ESCANABA
KWLM WILLMAR
WLOL ST. PAUL
MINNEAPOLIS
WEAU EAU CLAIRE
KWNO WINONA
KATE ALBERT LEA
KELO
KSOO SIOUX FALLS
KICD SPENCER
KTRI SIOUX CITY
KVFD FT. DODGE
KFJB MARSHALLTOWN
KDTH DUBUQUE
KROS CLINTON
KSJB
North Dakota
South Dakota
Minn.
0.5 MV/M
0.5MV/M measured by Lloyd Amoo, Consulting Radio Engineer
KSJB
Jamestown
Valley City
Fargo
Grand Forks
Aberdeen
SCALE OF MILES
0
25

The North Central Broadcasting System covers this rich and profitable market fully and effectively. NCBS offers you a wired network of modern, progressive stations . . . the most frequently tuned-in, most consistently listened-to stations in this productive territory. Mass and class coverage in rural and urban homes available at amazingly low cost . . . exclusive or participating sponsorship on full network or individual stations. Retail and jobbing merchandising service that pays dividends cheerfully and efficiently rendered gratis!

We're particularly proud of KSJB (Jamestown, N. D.) whose sensational mail returns prove its impressive productivity. Morning and afternoon music and variety shows plus use of all available farm services and information make KSJB the favorite of 250,000 rural dwellers and 100,000 town dwellers who buy more than $91,000,000 worth of merchandise annually!

We'd like to give you full details and show what we can do for you!

NORTH CENTRAL BROADCASTING SYSTEM, INC.

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8 East 41st Street
Lexington 2-6892

JOHN W. BOLER, President
St. Paul, Minnesota
First National Bank Bldg. Cedar 8579

Chicago, Illinois
360 North Michigan Avenue
State 4214

Miss Evelyn R. Vanderploeg
Schwimmer & Scott
Chicago, Ill.

Dear Evelyn:

Sure I'm still talking about this network's own foreign war correspondent, because it's the finest thing we've ever done from a good-will and public service standpoint. Just ask any West Virginian what he's listening to on the radio these days, and he'll not hesitate in saying, "Howard L. Chernoff from the European Theater." People here at home absolutely "eat up" Chernoff's trans-Atlantic and recorded interview broadcasts. You can imagine what a thrill it must be for listeners to hear the voice of someone dear to them coming from England or France. And can't you just imagine what this means to the prestige of each of these stations to perform such a worthy public service!

Regards
Yours,
Algy

The W. Va. Network

WCHS Charleston WPAR Parkersburg
WSAZ Huntington WBLK Clarksburg

YOURS ..FOR THE ASKING
UNIVERSAL STROBOSCOPE
UNIVERSAL MICROPHONE CO.

Available from local dealers or by writing factory direct.

UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 19 TO AUGUST 25 INCLUSIVE

Decisions . . .

AUGUST 21

Cincinnati Times Star Co., Cincinnati—Placed in pending file application for new FM station.

Palladium Pub. Co., Benton Harbor, Mich.—Same.

Racine Broadcasting Corp., Racine, Wis.—Same.

Seaboard Radio Broadcasting Corp. Philadelphia—Placed in pending file application for new commercial television station.

The Travelers Broacasting Service Corp., Hartford, Conn.—Placed in pending file application for CP change frequency, service area, and install new transmitter and antenna.

AUGUST 22

Murfreesboro Broadcasting Co., Murfreesboro, Tenn.—Granted petition to dismiss without prejudice application for CP new station.

WACO Waco, Tex.—Granted motion for continuance of hearing now set for Sept. 11 to Oct. 11.

WSAR Fall River, Mass.—Granted motion to accept as part of record in hearing on application for vol. assgn. license, Exhibits A and B; opened record and these exhibits made part of record, conditions.

Valley Broadcasting Co., Pomona, Cal.—Granted petition for leave to amend application for CP and removed from hearing docket application as amended.

WORL Boston—Granted petition for continuance of hearing now set for Aug. 24 to Sept. 11.

Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted petition for continuance of hearing now set for Aug. 25 to Sept. 25.

Columbia Broadcasting System, New York—Granted extension of authority transmit programs to CFRB, CKAC and other CBC stations for period 9-15-44 to 9-15-45.

Southern Tier Radio Service, Binghamton Press Co., Binghamton Broadcasting Co., Binghamton, N. Y.—Designated for consolidated hearing applications for CP new standard station.

WRAL Raleigh, N. C.—Denied without prejudice petition for reinstatement and grant of application for CP change frequency, increase power; denied request for special service authorization operate on 850 kc 250 w unlimited for period ending 4-1-45.

WNBZ Saranac Lake, N. Y.—Granted vol. transfer control by transfer 250 sh (100%) from Carl F. Woese to John F. Grimes for $2,400; set aside assignment for hearing on renewal application.

WFPG Atlantic City, N. J.—Granted vol. transfer control by transfer 100% issued and outstanding stock from present 2; stockholders to John J. Laux, Richard Teitlebaum, Myer Wiessenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch and John L. Meridian for $83,775.

KSUB Cedar City, Utah—Granted transfer control by transfer 1,256 sh (50.2%) from Leland M. Perry to Radio Service Corp. of Utah for $5,061.

WLAW Lawrence, Mass.—Granted acquisition of control by transfer 337 sh (56.17%) from Irving E. Rogers, Harold B. Morrill and National Shawmut Bank of Boston, executors under will of Alexander H. Rogers, to Irving E. Rogers for $26,687.03.

WLW Cincinnati—Granted license renewal.

WGBF-WEOA Evansville, Ind.—Designated for hearing petition requesting finding that multiple ownership rule is not applicable; designated for hearing WGBF license renewal application.

Ewing Broadcasting Co., Jackson, Miss.—Granted application for CP new standard station, 1490 kc 250 w unlimited.

Birney Imes Jr., Meridian, Miss.; Mississippi Broadcasting Co., Jackson and Macon, Miss.—Denied petition requesting FCC to reconsider action designating for hearing application of Birney Imes Jr. for new standard station and requesting grant of same; designated Imes application for consolidated hearing with applications of Mississippi Broadcasting Co. for new standard stations.

WOPI Bristol, Tenn.—Designated for hearing application for CP change operating assignment.

WHB Kansas City—Adopted order reopening record for further hearing re application for CP change operating assignment.

WTCN Minneapolis—Adopted order reopening record for further hearing re application for CP change operating assignment.

Tentative Calendar . . .

Utica Observer Dispatch, Utica, N. Y.—CP new standard station (Aug. 28).

Midstate Radio Corp., Utica, N. Y.—Same.

WABI Bangor, Me.—Adopted order granting petition for leave to amend application for mod. CP so as to request 910 kc 1 kw unlimited DA-N; cancelled hearing heretofore scheduled; granted mod. CP subject to condition that 5 kw will be requested when equipment becomes available; granted petition to reconsider and grant license renewal application, license to expire 2-1-45.

KALE Portland, Ore.—Granted transfer control from C. W. Myers and Mrs. Josephine Hunt to Journal Pub. Co. thru transfer 800 sh (66-2/3%) in consideration of transfer to Mr. Myers and Mrs. Hunt, share alike, of 2550 sh (25%) of Class A voting stock and 250 sh (25%) Class B non-voting common stock of KOIN, owned by Journal Pub. Co.

KAVE Carlsbad, N. M.—Granted vol. assgn. license from Barney Hubbs, A. J. Crawford, Jack Hawkins, Harold Miller d/b Carlsbad Broadcasting Co. to Carlsbad Broadcsting Corp. for $22,000.

WSAI Cincinnati—Granted vol. assgn. license from Crosley Corp. to Marshall Field for $550,000.

WEMP Miilwaukee—Granted vol. assgn. license from Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette Jr., Evalyn H. Dolph, Hope D. Petty, Leo T. Crowley and James E. Markham d/b Milwaukee Broadcasting Co. to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette Jr., Evelyn H. Dolph, Hope D. Pettey and Rachel Young LaFollette d/b Milwaukee Broadcasting Co. for $12,500.

KJBS San Francisco—Granted vol. assgn. license from Julius Brunton & Sons Co. to KJBS Broadcasters, a partnership. No monetary consideration.

WBEN Bugalo—Granted license renewal for period ending 5-1-47.

WKY Oklahoma City—Same.

WAPO Chattanooga, Tenn.—Same.

WCOC Meridian, Miss.—Same.

WHN New York—Granted license renewal for period ending 5-1-45.

WATL Atlanta—Granted license renewal for period ending 8-1-45.

KGFX Pierre, S. D.—Granted license renewal for period ending 5-1-46.

WKAQ San Juan, P. R.—Same.

Applications . . .

AUGUST 21

National Broadcasting Co., New York—Extension of authority to transmit programs to CHL, CBM and other CBS stations for period beginning 9-15-44.

National Broadcasting Co., New York—Extension of authority to transmit recorded programs to all CBC stations that may be consistently heard in U. S., for period beginning 9-15-44.

WBCM Bay City, Mich.—CP new FM station, 46,100 kc, 8,157 sq. mi., $40,000 estimated cost.

KEEW Brownsville, Tex.—Assgn. license from Eagle Broadcasting Co. to KEEW Ltd.

WORD Spartanburg, S. C.—Assgn. license from Spartanburg Adv. Co. to J. M. Bryan and Smith Davis d/b Spartanburg Broadcasting Co.

KGKL San Angelo, Tex.—CP new FM station, resubmitted.

E. Anthony & Sons, Boston—CP new commercial television station, Channel 2.

WCOL Columbus, Ohio—CP new FM station, 48,500 kc, 12,500 sq. mi., $81,100 estimated cost.

Moline Broadcasting Co. Moline, Ill.—CP new standard station, 1230 kc 250 w unlimited.

WGGA Gainesville, Ga.—Acquisition of control by Charles Smithgall through purchase of 20 sh common (11.43%) from Austin F. Dean (returned, incomplete).

AUGUST 24

Filene's Television, Inc., Boston, Mass.—CP new FM station, 43,100 kc, 21,709 sq. mi.

WSAV Savannah, Ga.—CP install new transmitter, change 1340 kc to 630 kc, increase 250 w to 1 kw D 500 w N, DA-N.

Macon Telegraph Pub. Co., Macon, Ga.—CP new FM station, 46,700 kc, 12,000 sq. mi., $100,000 estimated cost.

Greater Peoria Radio-broadcasters Inc., Peoria, Ill.—CP new standard station, 1290 kc 250 w unlimited.

KCMO Kansas City, Mo.—Mod. CP authorizing power increase and ground changes for extension completion date from 9-4-44 to 12-5-44.

AUGUST 25

Home News Pub. Co., New Brunswick, N. J.—CP new FM station, 49,900 kc, 3,420 sq. mi., $46,000 estimated cost.

The Evening Leader, Corning, N. Y.—CP new FM station, 49,700 kc, 5,213.7 sq. mi., $21,360 estimated cost.

The Advocate Printing Co., Newark, O.—CP new FM station, 45,700 kc, $80,000 estimated cost.

National Broadcasting Co., Cleveland—CP new commercial television station, Channel 1, amended to specify ESR 8,120, change antenna, specify transmitter site.

Courier Broadcasting Service Inc., Birmingham, Ala.—CP new standard station, 1260 kc 250 w unlimited.

WRBL Columbus, Ga.—CP install new synchronous amplifier 250 w.

Robert W. Rounsaville, Cleveland, Tenn.—CP new standard station, 1450 kc 250 w unlimited.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ARMOUR & Co., Chicago (meats), on Oct. 2 for 52 weeks, starts *Hedda Hopper's Hollywood* on CBS stations, Mon. 7:15-7:30 p.m. (EWT), with West Coast repeat, 8:15-8:30 p.m. (PWT). Agency: Foote, Cone & Belding, Chicago.

AMERICAN SCHOOLS, Los Angeles (correspondence), on Aug. 5 for 13 weeks, started *Show Tunes* on 2 Don Lee Cal. stations (KHJ KDB), Sat. 5:15-5:30 p.m. (PWT). Agency: Earl Culp Co., Los Angeles.

TRIMOUNT CLOTHING Co., Roxbury, Mass. (Clipper Craft Clothes), on Sept. 24 for 13 weeks starts *Dorothy Thompson* on 177 Blue stations, Sun. 8:15-8:30 p.m. (repeat 11:15 p.m.). Agency: Emil Mogul Co., N. Y.

WILSHIRE OIL Co., Los Angeles (institutional), on Sept. 2 for 52 weeks starts *That's a Good Idea* on 5 CBS Cal. stations, Sat. 6:30-6:45 p.m. (PWT). Agency: Dan B. Miner Co., Los Angeles.

ALLEGHENY Ludlum Steel Corp., Brackenridge, Pa. (institutional), on Oct. 1 starts *Steel Horizons* on undetermined number of MBS stations, Sun. 9-9:30 p.m., plans to discontinue Sept. 23 *Mother and Dad* on 40 CBS stations, Sat. 5:30-6 p.m. Agency: Walker & Downing, Pittsburgh.

SCRIPTO MFG. Co., Atlanta (pencils & leads), on Sept. 17 for 13 weeks starts George Hix, commentator, on 190 Blue stations, Sun. 1:15-1:30 p.m. Agency: Tucker Wayne & Co., Atlanta.

ELECTRIC LIGHT & Power Companies, New York (institutional), on Sept. 20 starts *Electric Hour* with Nelson Eddy on 133 CBS stations, Wed. 10:30-11 p.m. Agency: N. W. Ayer & Son, N. Y.

Renewal Accounts

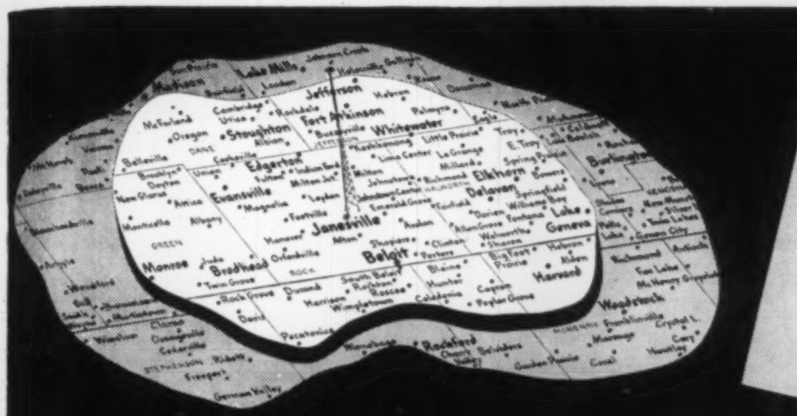
MODERN FOOD PROCESS Co., Philadelphia (Vigt's Philadelphia Scrapple), on Sept. 10 for 52 weeks renews *The Little Betsy Ross Girl* on 8 NBC stations, Sun. 11:45-12 Noon. Agency: Clements Co., Philadelphia.

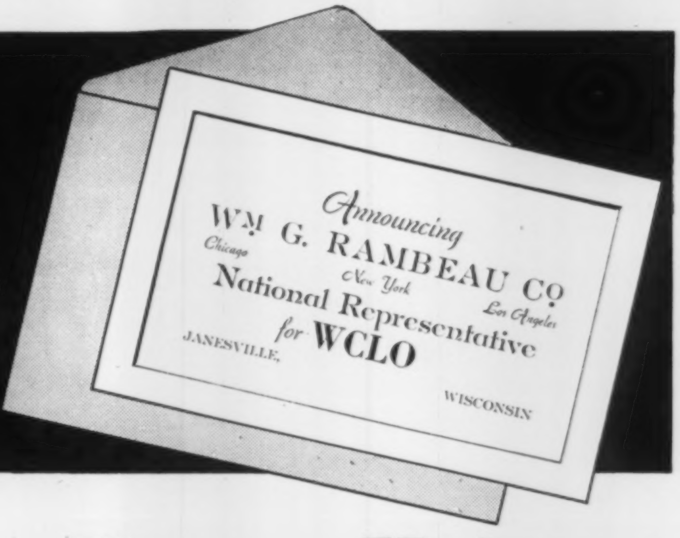
MILES LABS., Elkhart, Ind., on Sept. 24 renews *Quiz Kids* and on Sept. 25 *Lum and Abner*. *Quiz Kids* is on 140 Blue stations, Sunday 6:30-7:00 p.m. (CWT) and *Lum and Abner* will be heard over 124 Blue stations, Mon. thru Fri. 7:15-7:30 p.m. (CWT). Agency: Wade Adv., Chicago.

WANDER Co., Chicago (Ovaltine), on Sept. 25 renews *Capt. Midnight*, Mon. thru Fri. 4:45-5:00 p.m. (CWT) on 85 Blue stations. Agency: Hill-Blackett Co., Chicago.

ELECTRIC AUTO-LITE Co., Toledo (institutional), on Sept. 19 for 13 weeks renews *Everything for the Boys* on 128 NBC stations, Tues. 7:30-8 p.m., with West Coast transcribed repeat, 9-9:30 p.m. (PWT). Agency: Ruthrauff & Ryan, N. Y.

W. A. SHEAFFER PEN Co., Fort Madison, Ia., on Sept. 17 for 52 weeks renews *World News Parade* on 130 NBC stations, Sun. 3:3:30 p.m. Agency: Russel M. Seeds Co., Chicago.





Announcing
WM G. RAMBEAU CO
Chicago New York Los Angeles
National Representative
for **WCLO**
JANESVILLE, WISCONSIN

WCLO *Has Everything!*

Serving a Diversified Market Without Parallel in the U. S.

Dairying-Income

Located in the very heart of the nation's rich dairy and Swiss cheese center, WCLO's market has 16,000 of the best dairy farms in the U. S. with an "Effective Buying Income" in farm dollars of $60,320,000. Close to 90% of these farms are served with electric power; 92% have radios; all offer a tremendous post war market for types of consumer goods.

Vacation Area

Because Southern Wisconsin has been endowed with a myriad of lakes and other recreational advantages, WCLO's market has become a mecca for vacationers from nearly every state. It is estimated that over 6,000,000, or twice our State's normal population, come into Wisconsin yearly. A "vacation hungry" horde of war workers and returning veterans will find Southern Wisconsin's "Land of Blackhawk" a real haven of rest.

Twin City Market

WCLO serves the only Wisconsin county boasting two important cities. Beloit and Janesville with a combined population of 52,000 are within a 7-mile radius of WCLO's transmitter. Programs originating from each of these cities and complete local news coverage assure advertisers of the lion's share of the potential audience. Both cities are growing and expanding toward each other.

Diversified Industry

C. E. D. surveys made among the industries in WCLO's area reveal that more people will be employed in the post war period than during the war. Fairbanks, Morse & Co., Beloit's major industry, is the first to go into post war production with its first Diesel locomotives delivered to RR officials August 8. Other industries, long established in WCLO's market, are ready for quick conversion to peacetime goods. The average weekly industrial wage is $51.56, ranking high among Wisconsin cities. WCLO area is the home of:

Parker Pen Co.
Chevrolet-G. M. Plant
Rock River Woolen Mills
Highway Trailer Co.
Moe Bros.
Freeman Shoe
Taylor Freezer
Gilman Engineering
Sta-Rite Products
Borg Industries
Warner Electric Brakes
Baker Manufacturing
James Manufacturing
B. P. Yates Co.

(Space limits complete listing.)

Newspaper Affiliation

The Gazette Printing Company, publisher of the Janesville Daily Gazette, owns and operates WCLO. The newspaper has an ABC net paid circulation of 17,230 as of August 1, 1944, which with the exception of Beloit and Northern Illinois covers the station's primary area. All programs sustaining and commercial are publicized in advance. News releases, photos and exploitation copy are published in advance of new radio campaigns thus providing advertisers with a ready-built audience.

Audience-Coverage

WCLO's primary market boasts 57,181 families with 53,928 radio sets. Janesville and Beloit are the shopping centers of this 35-mile radius comprising 36 cities and towns. The Gazette staff of 85 Southern Wisconsin news correspondents feed all local news to both the newspaper and radio station. Remote broadcasts of special events, pickups from spots in the famous "Land of Blackhawk" resort region and rural programs keep the audience tuned to WCLO.

Educational Institutions

The fine school systems, colleges and nearby University of Wisconsin are responsible for a very minimum percentage of illiteracy (less than ½ of 1%). Janesville's school system is recognized throughout the country as is its city manager form of government. Educational institutions within WCLO's primary area are Beloit College, Milton College, Whitewater State Teachers College and the Wisconsin School for the Blind.

Population-Income

WCLO's primary area has a population of 201,000 consumers with an "effective buying income" of over $182,000,000. Retail sales were $97,145,300 with the difference representing liquidation of debts, purchase of War Bonds and other savings which will pour forth after the war to create a tremendous local demand for merchandise and equipment. The "effective buying income" in Janesville is placed at $1,236, a figure well above the $1,103 per person in the nation and the $1,071 of Wisconsin.

* Source 1940 U. S. census of Business, 1942 Sales Management Survey of Buying Power of May 10, 1943.

MEMBER MBS

OWNED AND OPERATED BY THE JANESVILLE DAILY GAZETTE

JANESVILLE, WISCONSIN

WISCONSIN NETWORK

XUM

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Transmitter and control operator for 250-watt station located in Indiana. Salary open. State education, experience and enclose a snapshot. Box 544, BROADCASTING.

Transmitter Engineer for 5 KW Midwest station. Must hold Radiotelephone First Class license. Salary $45.00 per week. Also, control room operator. Salary $40 per week. State experience and education, and enclose a snapshot. Box 546, BROADCASTING.

If You Are a mail pull announcer and want a position with a Midwest NBC station handling some of the better mail accounts here is an opportunity to secure a permanent position with opportunity for advancement. Applicant must be experienced in handling talent and ad-lib shows. All replies confidential. Write full information concerning background experience, draft status and salary expected to Box 558, BROADCASTING.

Wanted—First and third operators, local Southern station with extensive post-war plans. Permanent positions. Give full details, references, etc. Box 562, BROADCASTING.

Chief Announcer for midwest regional. Unusual opportunity for experienced man well-grounded in news and staff work. Successful applicant must be sober and able to accept responsibility. Make no mistake. This is a good job for a good man. Send full details including reference and photo to Box 595, BROADCASTING.

Announcer, versatile and seasoned. Network traffic and commercial copywriting experience desirable. NBC station in fair sized and pleasant eastern city. Salary forty dollars plus talent and overtime. Give details first letter. Send photo and recording. Box 597, BROADCASTING.

Wanted. Experienced announcer for Ohio station. Not interested in training inexperienced men. Salary, opportunities excellent. Please give full details regarding experience. Advise if audition record available. Box 600, BROADCASTING.

Transmitter control room operator first class license. Needed immediately. Duel network affiliate upstate New York. Permanent position with post war plans. State qualifications and salary required. Box 604, BROADCASTING.

Announcer—Outstanding local network affiliate wants all-around announcer of proved ability and experience. Offer $175.00-$225.00 monthly depending on qualifications. Tell everything with first letter. Box 605, BROADCASTING.

Versatile announcer—If you are experienced and capable on general announcing will start you at $175.00 monthly. If you are also adequate on sports and some play by play we will raise the ante. Send full details with reply. Box 606, BROADCASTING.

Announcer, capable of handling early morning fun show and straight announcing. A real opportunity for some ambitious man. Give full details and expected starting salary in first letter. Write Box 608, BROADCASTING.

Wanted—Announcer experienced in sports and commercials. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Announcer—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post war stability. Send photo, draft status. Reference, transcription.

Wanted—First class operator, program director, announcer. Good opportunity for right men. Non-defense area. Replies confidential. WTMC, Ocala, Florida.

Announcer—An opportunity to develop original ideas in production and programming. Long experience not necessary. A permanent position with opportunity to grow with a growing station. KLO, Ogden, Utah.

Thoroughly good deal. Wanted two first or second class engineers. Good pay. Short hours. Pleasant working schedule. KFNF, Shenandoah, Iowa.

Busy WHEB seeks qualified, all-around announcer, preferably discharged veteran, with good voice, good nature and gumption. Progressive management, with sound ideas both today and tomorrow. Transcription, and your story, please. Wire or write Program Director, WHEB, Portsmouth, New Hampshire.

Help Wanted (Cont'd)

Wanted—Transmitter engineer for five kilowatt regional. Must have first phone license. Permanent position not draft vacancy. Anyone without previous broadcast experience need not apply. Give complete details first letter. Harold Beckholdt, Chief Engineer, WSPA, Spartanburg, South Carolina.

Excellent positions open for electrical, electronic engineers; first, second, third class radio engineers; production men; junior, senior announcers; station executives; news editors; time salesmen; radio telephone, telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Announcer-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Wanted—Experienced, capable first class engineer. Give full particulars. KTHS, Hot Springs, Arkansas.

Wanted at Once. Operator or operator-announcer holding restricted telephone permit. Give experience, draft status and salary required in first letter. WPAD, Paducah, Kentucky.

Wanted—Chief Engineer for 250 watt Blue Network station. Good salary. State salary and experience. Address F. C. Ewing, WGRM, Greenwood, Miss.

5 KW Midwest NBC station has opening for experienced announcer capable handling newscasts as well as straight commercial. Applicant must be draft deferred. This is a permanent position with going concern under good management and with excellent post-war opportunity for advancement. Salary approximately $200 per month. Send transcription as well as letter with full information concerning background and experience to KSOO, Sioux Falls, South Dakota. All replies considered confidential.

Situations Wanted

Play by play, all sports: Baseball, football basketball, hockey, fights. Plenty experience on news, personality shows and interviews. Am employed, but not enough sports. First class man. Box 603, BROADCASTING.

Situations Wanted (Cont'd)

News editor, newscaster, considerabe press association and radio experience; fine voice and delivery. Prefer network affiliated station on Atlantic seaboard. Available September 18; just past draft age limit; highly recommended. Box 607, BROADCASTING.

News Announcer—Ten years experience. Am also experienced program director. Will consider combination job for right salary. Prefer, high dry climate and large station. Box 609, BROADCASTING.

Announcer—News, m.c., programming. Immediate availability to good production station. 2 yrs. experience. 4F. $60 min. Bill Dillner, 3748 Sheffield Ave., Chicago 3.

Available—station manager. 8 years radio experience; now in fifth year as station manager. Age 30, 4F draft status, B. A. degree. Familiar with all phases broadcasting including sales, production, management, continuity and on-the-air work. Single. Eastern or midwest location preferred. Want permanent affiliation, preferably with station planning television. Box 598, BROADCASTING.

Newspaperman seeks position with radio news department. Radio experience limited. Forceful writer who can put pep into newscasts. Years of experience in judging news values. Box 567, BROADCASTING.

General or Sales Manager. Eleven years local, regional and clear channel station operation, writing, announcing, production, programming, selling and management. Will be at NAB Convention. Inquire at BROADCASTING suite or write Box 579, BROADCASTING.

Sales position with opportunities, permanent. Acquainted national accounts, mail-pull. 5 years all phases radio. Young: college: civic-minded, married. Box 594, BROADCASTING.

Experienced radio writer desires New York City connection with advertising agency, manufacturer's advertising division, or radio station. New York University graduate. Now draft free. Weekly salary, $60 to $75. Box 596, BROADCASTING.

Experienced radio time salesman desires change. Draft deferred. Prefer position with major market station. Box 599, BROADCASTING.

Situations Wanted (Cont'd)

Announcer recently classified 4F. Childhood leg injury does not cause limp. 8 years experience including Atlantic Refining and General Mills play by play baseball, football, basketball. Available after September 3rd. Employers know of this ad. Dick Altman, WKAT, Miami Beach, Florida.

Wanted to Buy

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect. Chicago, Mr. Clifford.

Wanted to Buy—Have cash for 100 or 250 watt station. Any location considered. Box 533, BROADCASTING.

Wanted—Full or part interest in local station. Box 589, BROADCASTING.

Wanted—Two 3 inch 0-3 ampere RF ammeters, internal thermo-couple: prefer Weston model 425 with calbration certificate. Box 601, BROADCASTING.

Will pay cash for 150 foot antenna with coupling unit and lightning system. One frequency monitor and one modulation monitor. Interested in all or part. Box 602, BROADCASTING.

Wanted to buy—Interesting New England AM or FM station with or without services as engineer. Box 610, BROADCASTING.

Wanted—Communications receiver in good condition, similar to HQ-120-T. Also good quality preselector of any well known make. Wire details and prices to WLOG, Logan, W. Va.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

Miscellaneous

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

Two broadcasters, young, aggressive, with $10,000, desire additional financial backing in application for new station, rural area 200,000 population. One, manager; other, chief engineer. Reply stating full details yourself, financial status. Confidential. Box 573, BROADCASTING.

SITUATION WANTED

Production Man Available — Seeks permanent position in station or agency with exacting standards of production. College degree . . . 10 years successful, progressive experience as musician, announcer, actor, writer and director . . . currently program director-production manager of 5 KW network affiliate. Draft classification 4-F. Will make only advantageous, well considered change. Box 508, Broadcasting.

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Day Course

SEPTEMBER 5

8 Weeks' Evening Course

SEPTEMBER 19

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Newscasting
- Continuity Writing
- Commentating
- Station Routine
- Acting
- Diction
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

SERVICE DIRECTORY

SOUND EFFECTS
Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
THOMAS J. VALENTINO INC.
Transcriptions—Specialized Recordings
1600 Broadway N.Y. 19, Circle 6-4675

United Manufacturing Corp.
Division of U. S. Recording Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vermont Ave., Wash. 6, D. C.
District 1640

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal.

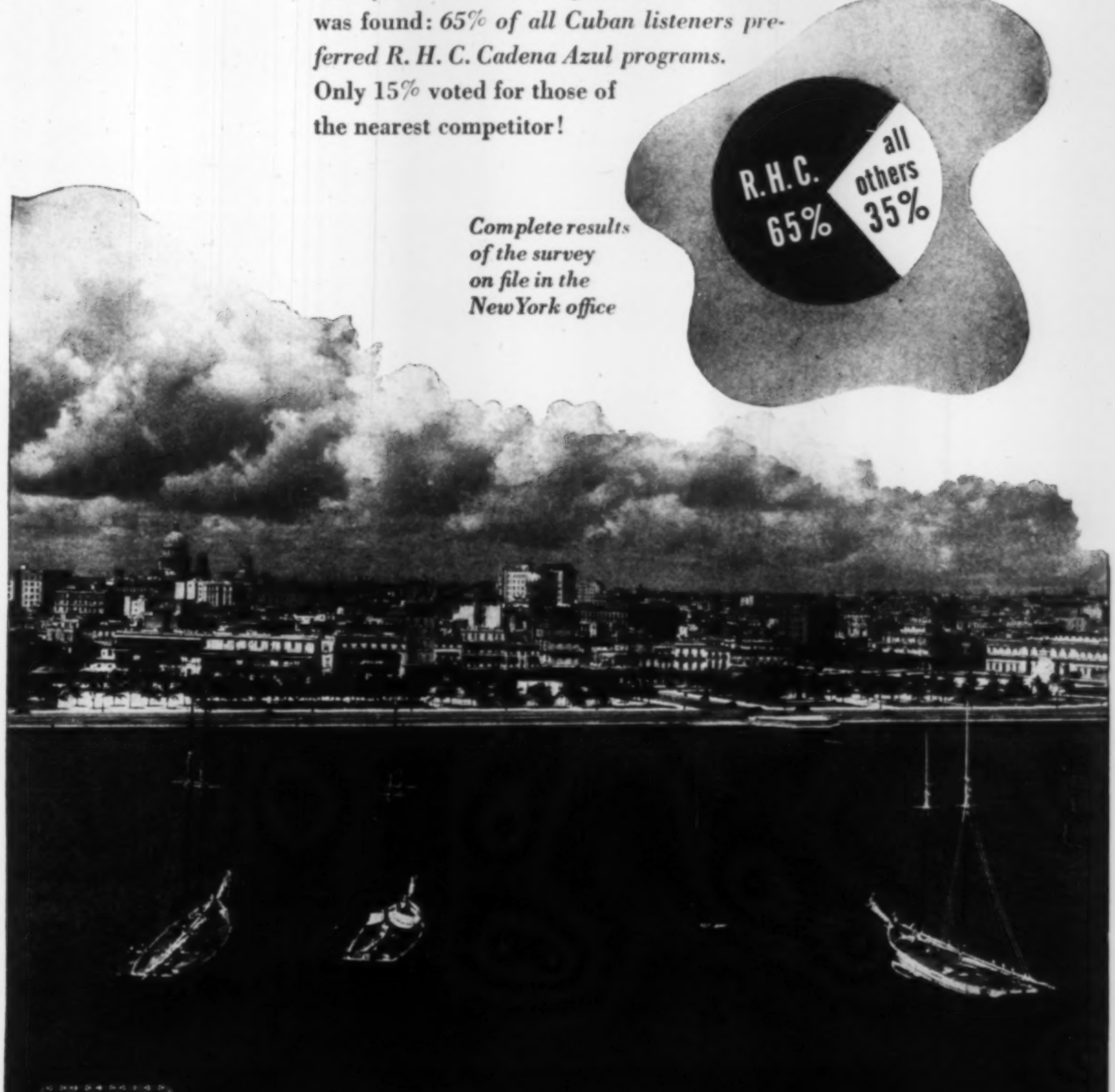
YOUR CANADIAN DISTRIBUTION
is assured thru
WALTER P. DOWNS Ltd.
633 Dominion Sq. Bldg., Montreal, Can.
Present Lines:
PRESTO RECORDING CORP.
FONDA CORP. AMPEREX TUBES
AUDIO DEVELOPMENT CO.

. . . . **BERNARD DUDLEY** . . .
Free Lance Announcer
New York Philharmonic-Symphony, Drew Pearson, Alexander's Mediation Board, We Love & Learn, Linda's First Love, Treasure Hour of Song, Starlight Serenade, Paramount News, Transcriptions
Radio Registry—LAckawanna 4-1200
Telephone Exch.—LExington 2-1100

BUY WAR BONDS

How can YOU sell Cuba?

A Cuban affiliate of one of the largest United States manufacturers surveyed Cuban listening habits. And this is what was found: *65% of all Cuban listeners preferred R. H. C. Cadena Azul programs.* Only 15% voted for those of the nearest competitor!



Complete results of the survey on file in the New York office

RADIO HABANA CUBA RHC Cadena Azul

R H C Cadena Azul AFFILIATED WITH **CBS**

HUMBERTO D. GONZALEZ, U. S. REP. • 220 W. 42ND ST., NEW YORK CITY

REVIEW OF 1943-44 ACTIVITIES OF THE NAB

(Continued from page 30)

dustry to many other trade associations.

JOINT MEETINGS WITH RESEARCH COMMITTEE: Following the rejection by the American Assn. of Advertising Agencies of the Recommended Standards for the Determination of Coverage Maps, adopted at the NAB War Conference in Chicago in Apr. 1943, the Committee held a joint meeting with the NAB Research Committee at Cincinnati on Apr. 4, 1944, to examine the CBS and NBC methods of coverage determination. Following this meeting and a separate discussion of the subject within the Committee, a resolution was adopted expressing complete confidence in the studies then about to be undertaken by a Technical Subcommittee of the Research Committee.

To hear the interim report of the Technical Subcommittee, the Sales Managers group again met in joint session with the Research Committee in New York on Aug. 2, 1944. The Sales Managers Executive Committee is very enthusiastic about the recommendations of the Research Committee and equally anxious to have them become industry standards.

Promotion Activities

CO-OPERATION WITH OTHER TRADE GROUPS: During the year, the Committee held two joint luncheons with the timebuyers subcommittee of the American Assn. of Advertising Agencies. At the second of these, the AAAA group presented recommendations for the preparation of a standard rate card format, which would list all of the radio station rates in complete detail. This subject will be studied by the Director in the near future, and the Committee is expected to develop standards for presentation to the industry. In addition to the participation of this group in the NRDGA Sales Promotion Clinic at Cincinnati, executives of NRDGA have met with the Committee from time to time to explore the further development of retail radio advertising.

PROMOTION OF BROADCAST ADVERTISING: During the year the Committee as a whole, as well as individual members, actively promoted the increased use of broadcast advertising by many logical trade groups and industries. Formal resolutions adopted by the Committee urged network, national spot and local advertisers to eliminate so-called "cow-catcher" and "hitch-hike" announcements; urged stations to restrict the number and length of announcements in participating programs to improve showmanship and listenership; urged stations to adhere closely to the NAB Code of Ethics on length of commercial continuity, especially in the case of five-minute programs, and urged stations to discourage and ultimately to deny to network, national spot and local advertisers the privilege of calling attention on one program to another program on a competing station or network.

PROMOTION OF THE AMERICAN SYSTEM OF BROADCASTING: The experience of several Committee members in the presentation of the Retail Promotion Plan and the report of the annual meeting of the Institute for Education by Radio at Ohio State U., Columbus, clearly indicated the need and opportunity for more widespread promotion of the American system of broadcasting. To achieve that goal, the Committee passed unanimously two formal resolutions, addressed to the NAB Board of Directors. The first requested the Board to appoint a committee, consisting of members of both the Sales Managers Executive Committee and the Public Relations Committee to investigate the possibility of making a talking motion picture or some other suitable presentation to tell the story of broadcasting and broadcast advertising. The other requested the Board to plan to participate in all institutes or meetings having for their purpose education by radio, to the end that the American system of broadcasting is fairly and fully explained.

CONTINUING DISCOUNT CLAUSE: In accordance with instructions from the NAB Board of Directors, at its meeting in Chicago immediately following the NAB War Conference in Apr. 1943, the Committee has given extended consideration to the proposal for the inclusion of a so-called continuing discount clause in the NAB-AAAA Standard Contract for Station Facilities. As a result of these discussions and investigations, the following clause was accepted unanimously by the Committee and referred to the Board for further action:

> If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or discounts.

At the meeting of the Board in Washington in May, the proposed clause was approved and referred to the membership for action at the NAB Executives War Conference.

Following the NAB War Conference in Apr. 1943, during which a preliminary meeting of small market station managers was held, the President of NAB appointed

(Continued on page 174)

TODAY AND TOMORROW

ON WCSC

TODAY WCSC serves Charleston, as it has for 14 years, with a well-balanced schedule of the best in radio. Serves *more* of Charleston's husky audience than any other radio station in town.

TOMORROW WCSC will continue serving the Charleston, S.C., market... ranked as A-1* in its prospects for retaining war-time business gains... after the war!

**Survey by Dr. Hauser, Bureau of Census*

WCSC

CBS

Charleston, S. C.

COLUMBIA NETWORK

Represented Nationally by Free & Peters

"*The Advertising Executives*

INSISTED

THAT **WIBX** AWARD

read

SUPER PUBLIC SERVICE

COVERING A MAYORALTY ELECTION"

THE BILLBOARD IN ITS ISSUE OF JULY 29, 1944 USED THE ABOVE PARAGRAPH IN ITS AWARDS CITATION—REASONS WHY, AND WE AT WIBX SINCERELY APPRECIATE THIS SIGNAL HONOR FOR A SERVICE SO WILLINGLY GIVEN TO ITS CLIENT, THE SOCONY-VACUUM OIL COMPANY, SPONSORS OF MOBILGAS NEWS ON ITS AIRWAYS FOR THE PAST SIX YEARS, AND SAYS JUST "THANK YOU" TO THE JUDGES

Miss Linnea Nelson---OF J. WALTER THOMPSON COMPANY

Frank Silvernail---OF BATTEN BARTON DURSTINE & OSBORN, INC.

Carlos Franco---OF YOUNG & RUBICAM, INC.

AND TO

LOU FRANKEL, RADIO EDITOR OF BILLBOARD, AND ROBERT SEIDEL, PROMOTION MANAGER OF THIS SURVEY

1230 K.C.

Margaret Potter Bowen, President

WIBX

Helen Wood, Rep. in N. Y.

'The Voice of the Mohawk Valley'
Utica, N. Y.

Nathan Winston Cook,
Nat'l. Sales & Mdse. Mgr.

(*Continued from page 172*)

a Small Market Stations Committee, including Marshall H. Pengra, KRNR Roseburg, Ore., chairman; James R. Curtis, KFRO Longview, Tex.; Robert T. Mason, WMRN, Marion, O.; Fred Schilplin, KFAM St. Cloud, Minn.; William B. Smullin, KIEM Eureka, Cal.; James W. Woodruff Jr., WRBL Columbus, Ga. Before attending the first meeting in Washington on June 9 and 10, 1943, members of the Committee queried other small market station managers in their areas and urged them to report on their problems. After examining the many problems reported by these station executives, the Committee concluded that there were three basic difficulties: (1) Lack of new revenue. (2) Lack of manpower. (3) Need for full exploitation of small market potentials.

To solve the first problem, the Committee requested NAB to study the possibility of group selling of small market stations. The second problem is extremely difficult because small stations have long served as preparatory schools for the personnel of larger stations and networks. But, the source of new personnel for small stations has virtually disappeared through the operation of the Selective Service Act.

The Committee recommended a two-fold approach to the third problem. It urged every small market station to key its programming to the tempo of the community in which it is located, to the end that the station becomes an integral part of the life of the community. When that goal is accomplished it is the further responsibility of the station to see that news of its service to the community, together with market data on its coverage, is constantly and completely exploited.

A small market station was defined as one in a community of less than 50,000 population and operating with less than 5,000 w power. Using this definition as a base, Howard S. Frazier, NAB Director of Engineering, calculated the mechanical coverage, while Paul F. Peter, NAB Director of Research, estimated the market data for the 379 so-called small market stations. The Committee has decided to present this detailed study at the NAB Executives War Conference.

The Committee also explored developments in FM and television as they are likely to affect small market stations. To gain a comprehensive picture of this problem, the Committee met with James Lawrence Fly, Chairman of the FCC. Although the Committee had discussed at some length the advisability of a Small Market Stations Director on the NAB staff, it decided to defer a request for such representation until a later date.

Other Activities

ASSISTANT DIRECTOR OF RETAIL RADIO ADVERTISING: Under a supplementary budget approved by the NAB Board of Directors and President Ryan at a meeting in Washington in May, an assistant director of broadcast advertising will shortly be employed to concentrate on the further development of retail radio advertising.

COOPERATION WITH NRDGA: Through the generous cooperation of the National Retail Dry Goods Assn., the Retail Promotion Plan received the enthusiastic and unanimous endorsement of the Board of Directors of the Sales Promotion Division. Realizing the growing interest of department store and other leading retail executives in the use of broadcast advertising, the Director has continuously tried to build increasingly valuable contacts with this important trade association. Perhaps the following statement from Llewellyn Harries, Manager of the Sales Promotion Division of NRDGA, sums up the results of this cooperation:

> The Sales Promotion Division of NRDGA will send out 10 times each year to its members and to the members of the National Assn. of Broadcasters a new magazine to be called *Promotion Exchange*. This publication will have all of the pertinent information of that month regarding outstanding radio programs now being used by different stores throughout the country.

NRDGA ADVERTISING SCHOOL: One of the most important projects ever undertaken to educate retail advertising personnel and discharged service men on the fundamentals of advertising is being sponsored jointly by the Newspaper Advertising Executives Assn., *Life* magazine, the *New York Times*, Metro Associated Services and the NAB. The school will be presented in any community where the advertising manager of a department store, the advertising manager of a newspaper and the sales manager of a radio station get together and arrange for a series of six 4-hour classes. Each student will be supplied with a comprehensive textbook on retail advertising.

DISTRICT MEETINGS: In company with Mr. Arney and Williard D. Egolf, NAB Director of Public Relations, the Director attended eight of the nine District meetings, starting in Indianapolis on Feb. 1 and concluding in New York on March 3. For this series of meetings, two booklets were prepared. One contained the following charts: "Radio Sets in Use in the United States", "Growth of Broadcast Advertising", "Growth of National Advertising", "Growth of Local Advertising". The other booklet contained eight suggested topics for discussion at the sales managers sessions held in conjunction with these District meetings. In all of the districts, these sales sessions were held as a part of the general meeting.

SALES CONTACTS: Through contacts already established, as well as those newly developed, the Director has continued the campaign to gain greater recognition of broadcast advertising in fields in which the medium is used to only a limited extent.

REPRINTS: By reading the advertising, broadcasting and retailing trade publications as frequently as possible, the Director has endeavored to keep in touch with developments in those fields affecting broadcast advertising.

TALKS: Since the last Annual Report, the Director has delivered talks on broadcasting or broadcast advertising before the retail advertising class of Ohio State U., the Assn. of Women Directors at the Institute for Education by Radio, the Denver Advertising Club, the Publicity Club of New York, the Graphic Arts Assn. of Washington, the Sales Promotion Luncheon at the NRDGA Annual Convention, the Annual Convention of the National Men's Wear Assn., the Sales Managers Club of Rochester and the Radio Executives Club of Toronto.

COOPERATION WITH OTHER TRADE GROUPS: Since the NAB War Conference last year, the Director has continued the efforts begun earlier to cooperate with and enlist the active support of various trade associations and groups in the promotion of broadcast advertising. In addition,

(*Continued on page 176*)

IT TAKES KNOW-HOW AND PRESTIGE

SOLD BY WBIG
BPS 6.

TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. **WBIG** CBS

GREENSBORO, N. C.

Represented by Hollingberry

SOUTHERN CALIFORNIA'S LEADING INDEPENDENT

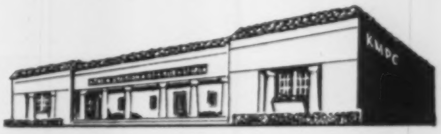
WHEN WAR FRONTS
EISENHOWER SAYS

Leads in NEWS *too!*

Naturally, news-minded Southern Californians dial **KMPC**—for NEWS *on the hour every hour*—nineteen times a day.

KMPC has its own exclusive News Department of writers, editors, and newscasters; direct U. P. and A. P. Wire service; its own Washington News Bureau and an exclusive arrangement with the Los Angeles Times for complete local coverage.

The New Home of KMPC
on Radio-Row - Hollywood



REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

G. A. RICHARDS, President

R. O. REYNOLDS, Vice Pres. & Gen. Mgr.

10,000 ★ WATTS

KMPC

LOS ANGELES

710 on ★ the dial

(*Continued from page 174*)

the Director has prepared several articles for advertising trade papers and ghost-written several others for various publications in the retail field.

COOPERATION WITH GOVERNMENT AGENCIES AND DEPARTMENTS: In active support of the Government program of war information, the Director has worked closely with the Office of War Information and the War Advertising Council. To promote a better understanding of the part radio has played in the promotion of the various war loans, the Director served on the following Special Committee to prepare plans for the Fourth War Loan: Irving G. Abeloff, WRVA Richmond, Va.; Stanton P. Kettler, WMMN Fairmont, W. Va.; Edward C. Obrist, WFIL Philadelphia; Willard D. Egolf, NAB, Washington; Arthur C. Stringer, NAB, Washington.

This Committee recommended that quarter-hour and five-minute programs and announcements of various lengths be made available for local sponsorship. The acceptance of this recommendation by the Treasury Dept. resulted in a substantial increase in the amount of broadcast advertising devoted to the promotion of War Bonds.

In connection with the Fifth War Loan, the Director issued a special Broadcast Advertising Bulletin with which was enclosed a Sales Portfolio to help radio stations sell local advertisers on the use of broadcast advertising in support of the nationwide drive to sell Bonds.

Other contacts have included the FCC, Federal Trade Commission and Dept. of Commerce. Several executives of the last-named department supplied valuable information in connection with special activities of this department.

WAC RECRUITMENT ADVERTISING: Having learned that the War Dept. had appropriated approximately $5,000,000 for WAC recruitment advertising, the Director made presentations to both the War Dept. and Young & Rubicam, seeking to have part of these funds invested in broadcast advertising. Shortly thereafter a questionnaire was sent to all radio stations, asking them to vote on the acceptance of paid WAC recruitment advertising, soliciting their preferences for the type of broadcasting to be employed over their stations and inviting the submission of availabilities.

SUMMARY: The need for revenue in the operation of a commercial broadcasting station is both paramount and obvious. With adequate revenue, wise management increases public service, develops greater listener interest and makes the station living proof that radio is the greatest means of mass communication the world has ever known.

ENGINEERING

Howard S. Frazier, Director

WARTIME operation has now become what we might call the normal practice instead of the new and untried. Problems of equipment maintenance and the training of replacement personnel have been met with little, if any, deterioration in service to the American public. Until recently, the work of the Engineering Dept. has consisted almost entirely of assistance to the industry and to individual stations in adjusting technical operations to a wartime basis. This assistance can be broadly divided into problems of manpower, materials and cooperation with Government agencies.

Since the 1943 War Conference, there have been two meetings of the NAB Executive Engineering Committee, the members of which follow: John V. L. Hogan, chairman, WQXR; Franklin M. Doolittle, WDRC; G. Porter Houston, WCBM; William B. Lodge, CBS; O. B. Hanson, NBC; Howard S. Frazier, NAB, ex-officio.

Technical Manpower

Through the NAB Technician Pool, this department has recruited more than 700 licensed technicians. A survey of licensed radiotelephone operators, to determine those available for placement with stations, has been conducted jointly by the FCC and NAB. The Executive Engineering Committee meeting in Chicago during the 1943 NAB War Conference approved an experimental program for the training of women as studio operators. Thirteen women were selected from more than 1,000 original applicants and 12 were graduated after a parttime instruction period of 12 weeks. Nearly all are now employed by broadcast stations. In recent months the military, through the Selective Service System, has concentrated on the induction of younger men. This fact, together with regulations of the War Manpower Commission, has tended to stabilize technical employment in the industry.

MATERIALS: Due to the adoption by the industry of conservation measures, work of the Radio and Radar Division of WPB, repairing of power tubes and the exchange of surplus items between stations through the SWAP Bulletin, we can say that no station has been off the air longer than a brief period, because of the lack of replacement tubes and parts. We expect replacement tubes, parts and equipment gradually to become available in greater quantities.

It is also anticipated that within the next few months many items of capital equipment, such as turntables, microphones, recorders, etc. will again become available to those stations who have equipment needing replacement.

NAB took an active part in the formation of the Radio Technical Planning Board and was one of the original contributing sponsors. The Director of Engineering is the NAB representative on the RTPB and the Administrative Committee of the Board. He also is a member of each of the 13 panels of RTPB and chairman of Panel 4 on Standard Broadcasting.

It is anticipated that Panel 4 will recommend the extension of the standard broadcast band from 550 to 530 kc. This proposal, if adopted, would make available to the broadcast industry two additional channels ideally suited for rural coverage.

Allocation Problems

Postwar allocation of radio frequencies to the various services using the spectrum is a complex problem of the utmost importance to Government and commercial organizations. The radio industry through the RTPB and its various panels is now attempting to determine the allocations required for non-Government use and effect compromise where conflicting

(*Continued on page 178*)

MAYBE WE AIN'T THE BEST!

BUT WE ARE —

A Good CBS Station

In Georgia's "Arsenal" Market

WMAZ — MACON

(Alfred I. duPont Award Winner, 1943)

MEMBER
GEORGIA MAJOR MARKET TRIO

REP. BY
THE KATZ AGENCY

RAY SHANNON
Program Conductor

C. E. BURNS
Religious Co-ordinator

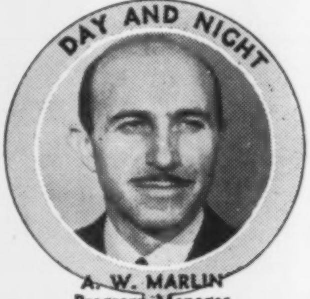
JOHN MERRIFIELD
Farm Co-ordinator

BUD ABBOTT
Night Conductor

TED GRIZZARD
Man-on-the-Street

ROUND THE CLOCK . . . ROUND THE CALENDAR . . . our sustaining program will ever be PUBLIC SERVICE.

PETE FRENCH
Public Events MC



A. W. MARLIN
Program Manager

GEORGE PARTRIDGE
Special Events Producer

A continuous broadcast backed by the power of 50,000 watts . . . clear channel . . . day and night, over a BASIC CBS NETWORK!

CISSY GREGG
Home
Consultant

VICTORIA LEE
WHAS
Victory Reporter

BOB HUTSELL
Music-Entertainment

JOHN CONNELLY
News Commentator

JACK BROOKS
Production and Continuity

WHAS

CBS
LOUISVILLE
KENTUCKY

FULTON LEWIS Jr.
THE PEOPLE'S CHOICE
LET'S LOOK AT
THE RECORD:

It was Lewis who helped ease the sugar situation 2 years ago.

It was Lewis who investigated the synthetic rubber problems. 12 pages of the Congressional Record were devoted to his discoveries.

It was Lewis who got the farmers gasoline, tires and essential equipment in furtherance of war production.

It was . . . and is . . . Lewis who speaks for the people . . . works for the people . . . champions the people.

Listen to Mutual's famous News Reporter, now heard on over 210 Mutual stations, sponsored by over 130 different sponsors. A few cities still available . . . call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the **MUTUAL BROADCASTING SYSTEM**

(*Continued from page 176*)

claims originate within industry from the various radio services.

There is now every indication that the FCC, Dept. of State, IRAC and RTPB will cooperate for the common purpose of securing the best possible postwar allocation of radio frequencies. Already the demand for frequencies below 400 mc far exceeds the space available in this portion of the spectrum. The best that can be hoped for is an allocation which will provide frequencies for the minimum requirements of each radio service.

Within the RTPB there are already conflicting claims for that portion of the spectrum between 50 and 60 mc. The No. 1 television channel is now in this region together with an amateur band between 56 and 60 mc. The FM broadcasters also have requested nearly all of this portion of the spectrum. The Allocation Panel of the RTPB is now attempting to effect compromise between these services.

Standard broadcasters are assigned three bands of supplementary frequencies, the lowest beginning at 1606 kc and the highest ending at 161.925 mc. Already other services, both Government and commercial, are requesting these frequencies. Broadcasters are therefore faced with the problem of substantiating their claims for frequencies in this portion of the spectrum needed for relay-pickup and other supplementary purposes. The Engineering Dept. is keeping in close touch with allocation developments as this work promises to be of major importance during the period of postwar readjustment.

A Word of Caution

During the years, just before this nation entered the war, two new methods of broadcasting, television and FM, were introduced in this country. With the entry of this nation into the war commercial expansion in these new fields came to a standstill. However, with the closing of laboratory doors behind a veil of military secrecy technical developments of far-reaching importance have been made. While nothing of a factual nature regarding these developments is available at this time, it seems certain that they are likely to effect major changes on the future of the broadcast industry.

It would therefore seem to be a prudent course for broadcasters to withhold extensive plant expansion until more conclusive technical information is available.

RESEARCH

Paul F. Peter, Director

IN REVIEWING the many research activities since the War Conference in Chicago April 27-29, 1943, station coverage has been the most important topic for discussion, study, and action of the Research Committee. At the NAB War Conference last year, the NAB Research Committee reported a recommended standard coverage measurement method. The report was accepted and the method approved by a resolution which contained a proviso of American Assn. of Advertising Agency endorsement.

It developed, however, that no official approval of the AAAA had been given. A formal submission was made following personal calls by the NAB Directors of Broadcast Advertising and Research upon AAAA officials in New York. The decisions of the AAAA were transmitted to NAB in a letter dated Oct. 1, 1943.

Meeting With AAAA

The Research Committee chairman and NAB president, J. Harold Ryan, decided that some further consultation with the AAAA was desirable. A meeting was held Jan. 20, 1944 with Abbott Spencer, chairman of the AAAA Radio Committee; Carlos Franco, chairman of the AAAA Timebuyers Committee; L. D. H. Weld, chairman of the AAAA Research Committee; Robert C. Jackson, AAAA assistant secretary; and Fred Gamble, representing the AAAA. The NAB representation was J. Harold Ryan; Dietrich Dirks, chairman of the Sales Managers Executive Committee; Lew Avery, Director of Broadcast Advertising and, Paul Peter, Director of Research.

It was generally agreed that some physical measurement of coverage should be made. However, it was apparent that the agency view would place little significance in such a measurement and would not favor it if no other coverage measurement were offered. The thought was that physical coverage would be acceptable if paired with a measurement of "people listening to stations". The pattern for the last-mentioned measurement uppermost in the minds of the agency people present was the method employed by CBS.

In February, President - elect Ryan and Paul Peter attended the annual conference of the Canadian Assn. of Broadcasters and witnessed the adoption of the standard coverage plan by the Canadian broadcasters and the creation of the Bureau of Broadcast Measurement. The entire project was developed in 3-way participation between the Canadian Assn. of Broadcasters, Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers.

A meeting of the Research Committee was called for April 4-5, 1944, in Cincinnati. Pursuant to a resolution, the Research Committee chairman appointed Roger W. Clipp chairman of a technical subcommittee with Messrs. Churchill, Evans, Greene, Rumple and Stanton, to serve on the committee with Paul Peter as secretary. MBS was asked to appoint a representative to sit with the committee. Sidney Fishman was guest of the committee in all of its deliberations until he resigned from MBS July 15. Richard Puff has represented Mutual since that time. Mr. Ryan appointed a board committee, consisting of Frank King, chairman; Hugh Halff, Barney Lavin and Harry Spence. Mr. Lavin's enlistment in the Marine Corps left a vacancy which was filled by Leslie Johnson.

The Technical subcommittee ex-

(*Continued on page 180*)

SOLD BY WNEW

$102,000 WORTH OF BOOKS

(17,000 Sets at $5.96)

WNEW Impact Breaks All Records in Amazing 8 Week Campaign!*

Imagine it! 17,000 2-volume sets of a pictorial history sold in eight short weeks! That's what we mean by WNEW *IMPACT* . . . the ability to make sales from the beginning without the cumulative influence of repetition.

And here was no specially built series of shows. Books were advertised on *regularly scheduled WNEW programs!*

What's the name of the book? What time of day, how many days a week was it mentioned? We'll gladly give you complete details of this *absolutely unprecedented* radio sales record if you're interested.

But even without them, it's easy to see that WNEW has the "listener confidence" that makes people buy, *sight unseen,* the products advertised on this station . . . the *IMPACT* to move such products *fast!*

Remember, too, that more people listen to WNEW than to any other non-network station in the country.

*This campaign is still on the air . . . still pulling strong.

WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

The Emblem of Public Service

Important events of real public interest in busy, prosperous KROWLIFORNIA are brought to all the people through KROW microphones . . . just one bit of evidence that KROW is "The Home Interest Station". Advertisers in the KNOW use KROW.

KROW

Philip G. Lasky,
General Manager
Radio Center Bldg.
19th St. at Brdwy.

OAKLAND 12, CALIF.

(Continued from page 178)

amined all coverage methods available from published sources and existing files. It also examined the proposals made by research organizations, engineering firms and others. A return conference meeting with the AAAA was held July 31, 1944. Representing the AAAA were: Mr. Spencer, Mr. Franco, D. E. Robinson of the AAAA Research Committee; Linnea Nelson, of the Timebuyers Committee; Mr. Jackson, Mr. Gamble. NAB was represented by Hugh Feltis and Roger Clipp of the Research Committee, Dietrich Dirks, chairman of the Sales Managers Executive Committee, with Harold Ryan, Lew Avery and Paul Peter of NAB.

On Wednesday, Aug. 30, at the morning business session, the recommended coverage method will be presented to the membership for discussion and approval.

Excess Profits Tax

Requests from numerous stations indicated the need for a more detailed analysis of average income of stations than was published in the NAB Tax Bulletin of Feb. 12, 1943. The Research Dept. compiled average figures by class of station and city size for 1937-42 by the following breakdown for stations with net sales of $25,000 or more: Time Sales by Network, Local and National Spot; Total Time Sales; Talent and Misc. Sales; Gross Sales; Commissions; Net Sales; Total Expense; Broadcast Service Income. This breakdown is not available for stations with net sales of less than $25,000. However, Net Sales, Total Expense, and Broadcast Service Income have been included for all commercial stations. This analysis has not been generally released because the FCC has not as yet released the 1938 breakdown.

WAR EFFORT: The NAB Research Dept. has analyzed and tabulated the monthly War Effort reports received from stations and has calculated the advertising value of the contributions of radio broadcasting by advertisers and broadcasters to the war effort. The War Advertising Council appointed a Media Committee consisting of a representative from Outdoor Advertising, Periodical Publishers Assn., NAB and the American Newspaper Publishers Assn., with an ex-officio member representing the Council, to recommend a formula satisfactory to all media for compiling the expenditure figures on war effort advertising. J. Harold Ryan represented the NAB. The committee was convinced that no single rigid procedure could be formulated which would be applicable to all media. The section which has particular reference to radio follows in part:

Radio Market Data Handbook

"Radio support of war themes will be computed as follows: (a) Announcements and programs which originate locally, apply average gross rates. (b) Network and national spot programs, apply to the overall cost of the program (time and talent) the ratio between the time devoted to a war message and the commercial copy limitations for individual length programs established by the NAB Code."

The NAB Radio Market Data Handbook was released in October 1943. Factors included are: Population, Retail Trade (Food Group, General Merchandise Group, Apparel Group and Drug Stores), Families, Percent Radio and Radio Families by County (with Urban, Rural Non-farm and Rural Farm sub-totals for each County) and by Cities of 2,500 population or more for all states and the District of Columbia; the United States totals; totals for the 140 Metropolitan Districts. The handbook also includes a chart and statistics on the Growth of Radio from January 1, 1922 through January 1, 1943.

Recruited

LARGE percentage of harvest workers obtained by the Kansas Farm Labor Office at Great Bend, Kan., responded to radio appeals, according to a letter received by WIBW Topeka from Harold B. Lewis, assistant farm labor supervisor. Mr. Lewis interviewed many of the workers and found they had been influenced by hearing spot announcements. He said WIBW played "a very important part in saving the wheat harvest in Kansas."

ESTIMATED RADIO FAMILIES: The Jan. 1, 1944, estimate of radio families was prepared by a special committee of the Research Committee consisting of Ed Evans, WJZ; John Churchill, CBS; Kenneth Greene, NBC; Barry Rumple, NBC; Frank Stanton, CBS; Paul Peter, secretary, as follows: Radio families (having one or more sets), 32,500,000; Extra sets in homes and sets in places of business, 18,500,000; Auto radios, 9,000,000; Total Radio Receiving Sets, 60,000,000. In compiling the estimate the Committee used figures from manufacturing sources and from a special survey conducted by the Bureau of the Census for the Office of Civilian Requirements of the War Production Board.

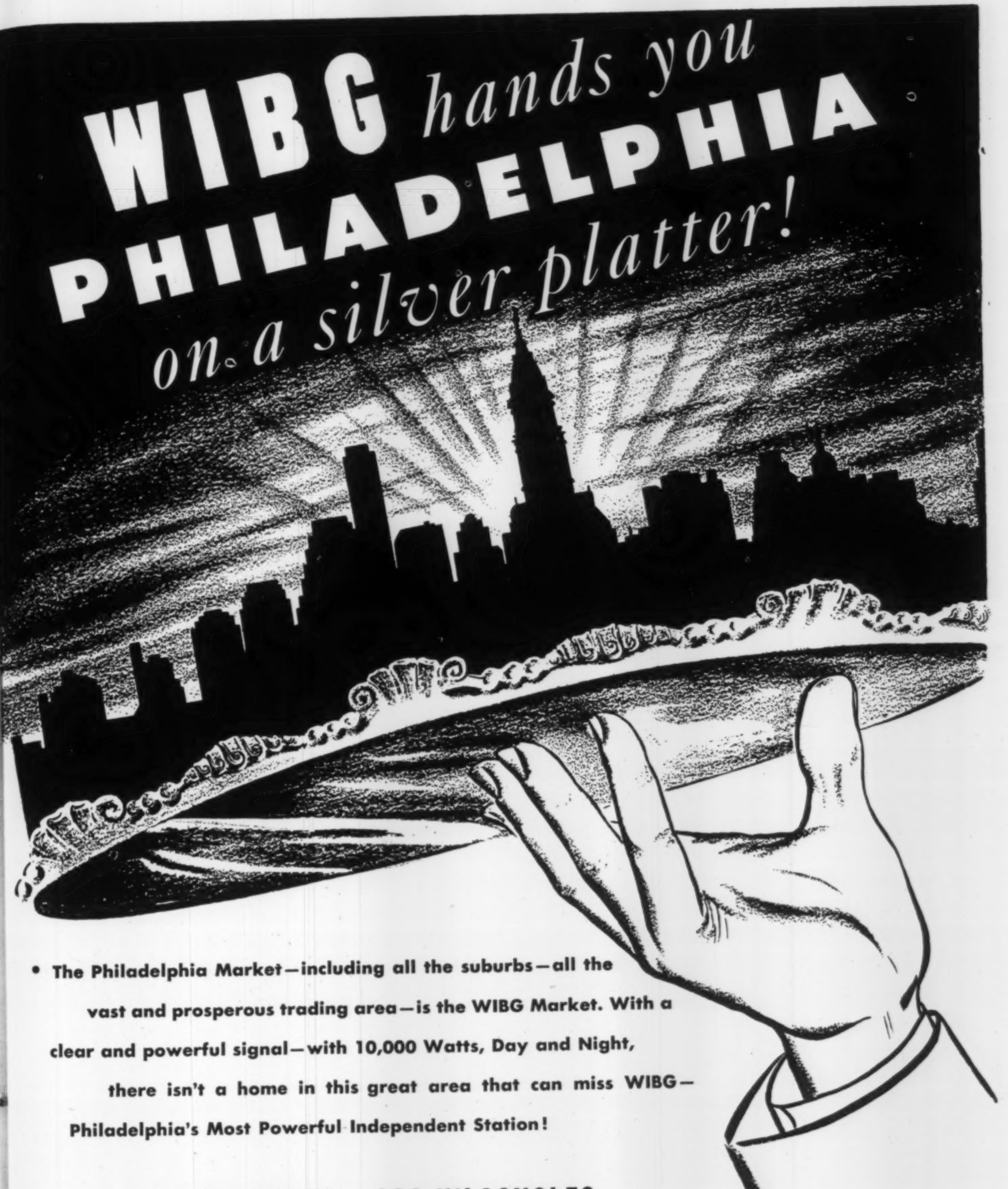
ADVISORY COMMITTEE: At the call of the Budget Bureau to industry for counsel, an Advisory Committee on Government Questionnaires was created. A broadcast subcommittee was appointed with the Director of Research acting as secretary.

ACCOUNTING: The NAB Accounting Committee, of which the Director of Research acts as secretary, has had but one meeting since the War Conference of last year. The Committee reviewed the FCC Financial and Employe Data form and submitted recommendations for revision to the broadcast subcommittee of the Advisory Committee on Government Questionnaires. The committee also discussed the Program and Transmitter Log requirements of the Commission.

On the Accounting Committee are H. K. Carpenter, WHK, chairman; John B. Conley, WOWO Ft. Wayne; Charles C. Leonard, WAVE Louisville; Jess Swicegood, WKPT Kingsport; Lloyd C. Thomas, KGFW Kearney, Neb.; Samuel R. Dean, CBS New York; Harry F. McKeon, NBC New York; Paul F. Peter, secretary.

The Research Committee is composed of Hugh Feltis, KOIL Omaha, chairman; Roger W. Clipp, WFIL Philadelphia; Edward F. Evans, WJZ New York; G. Bennett Larson, WWDC Washington;

(Continued on page 182)


WIBG hands you
PHILADELPHIA
on a silver platter!

- The Philadelphia Market—including all the suburbs—all the vast and prosperous trading area—is the WIBG Market. With a clear and powerful signal—with 10,000 Watts, Day and Night, there isn't a home in this great area that can miss WIBG—Philadelphia's Most Powerful Independent Station!

10,000 WATTS · 990 KILOCYCLES

DAY and NIGHT

(*Continued from page 180*)

John C. McCormack, KTBS Shreveport; Barry Rumple, NBC New York; Frank N. Stanton, CBS New York; Jack Williams, WAYX Waycross, Ga.; Paul F. Peter, secretary. Working guests of the Research Committee are John Churchill, CBS New York; Kenneth Greene, NBC New York; Richard Puff, MBS New York.

PROMOTION AND CIRCULATION

Arthur Stringer, Director

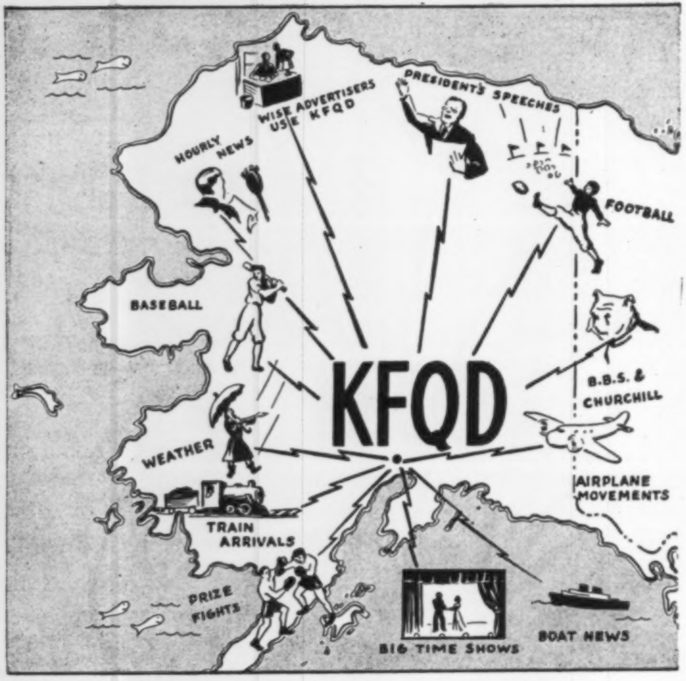
AMERICA'S listening audience is located in 33,716,000 radio homes, a new high mark in radio history. The new figure was determined in April 1944, through field research by the Bureau of the Census for the Office of Civilian Requirements, War Production Board.

On the average there are 1.4 radio sets located in each home—a total of 46,300,000. In addition there are 9,000,000 automobile receivers and 4,700,000 other sets in places of business, institutions of various kinds, hotels, etc.

Daily instantaneous mass communication by radio is thus provided to 90% of U. S. families; 128,000,000 people have direct access to listening in their own homes to the programs of one or more stations. Population without receiving sets, however, is not excluded from radio listening since such individuals hear in their friends' homes, in stores, riding in car pools, etc.

If you were in their snowshoes

YOU'D LISTEN TO KFQD, TOO!



Because KFQD—thanks to its direct short-wave connections with the U. S. A.—is the station that keeps Alaskans in touch with the rest of the world. Brings its eager listeners, by specially transcribed rebroadcasts, hourly news from the States, along with over 50 "cream-of-the-air" hours a week. Take advantage of this listening loyalty. Get into America's newest, undeveloped market through

790 KC KFQD 1000 W
ANCHORAGE, ALASKA
ALASKA BROADCASTING CO.
NAT'L REP.: PAN AMERICAN BROADCASTING COMPANY
New York 17, N. Y.

Though radio set manufacture was discontinued in April 1942, listeners experienced no serious inconvenience through inability to purchase new receivers. In confirmation is the fact that sets for 3,000,000 new radio homes, created since the 1942 manufacturing freeze order, came largely from dealers' stocks and from multi-radio homes.

During the wartime period radio tubes have been in insufficient supply to keep all primary and secondary sets in operation. But at no time did the shortage materially reduce the number of operating sets.

Indeed, the same survey which revealed the 33,716,000 radio families indicated that the ravages of wartime conditions had rendered only 15% of radio sets temporarily out of order, awaiting tubes or other repairs. A large percentage of these were in homes having more than one set.

Due to restricted civilian supply, radio tube black market operations developed in many sections of the country. Currently these are being dealt a heavy blow by increased shipments. It now seems reasonable to expect that 18-20 million tubes will be made available for home radios in the six months period, July to December.

Tube Threat Gone

It is likely that all black market tube operations will disappear entirely early in 1945, if not before. Even now a number of large legitimate merchants have been solicited by black market operators to take over their entire tube stocks, at list, less 40%.

Tube threat to radio circulation no longer exists. Moreover, manufacturers are poised to begin set production as soon as WPB thaws the freeze order. The quality of sets in all price ranges is expected to show improvement over prewar models. Many sets retailing from $60 and $65 up will cover the standard, FM and one or more shortwave bands. It is also reported that many manufacturers will have at least one "super-radio" model in their line capable of passing 8,000 cycles on the AM band.

Because of the nature of work done by this department, relations must be maintained with many Government departments and agencies in addition to those concerned with the maintenance of broadcasting and receiving. These seek the support, participation or understanding on the part of the public.

In July of this year, the Chief Signal Officer of the Army of the United States awarded NAB a "Certificate of Appreciation" in recognition of loyal and patriotic services rendered the Signal Corps by broadcast stations in recruitment and training of military personnel.

Broadcasting continues its usual superlative support of the nations' recurring war loans. The dollar value of the contribution of radio and its advertisers to the 5th War Loan was a minimum of $11,000,000, according to NAB Research Dept.

Education Committee

Dr. John W. Studebaker, Commissioner, U. S. Office of Education, appointed a committee early in January to explore the possibility of establishing minimum requirements in vocational and teacher training courses in radio at the college level. Initial meeting was held at NAB headquarters, followed by several more in Columbus. By submitting findings to a large cross-section of representative educators and industry representatives at each successive stage, the work is more than well under-way.

Besides the Director, committee members are: Kenneth Bartlett, Syracuse U., chairman; Lloyd E. Blauch, U. S. Office of Education; Lyman Bryson, CBS; Elizabeth Goudy, U. S. Office of Education; Miller McClintock, MBS; H. B. Summers, Blue Network; Judith C. Waller, NBC; Gertrude G. Broderick, FREC, secretary.

The present intense interest in radio, on the part of public schools and colleges, crystalized about the time of WPB's equipment freeze and the U. S. Office of Education called a conference of manufacturers, educators and broadcasters in Cleveland on June 26-27. Recommendations of the committee are in process. The Director is a member of the subcommittee on Securing Acceptance for Recommended Standards by Manufacturers and Educators.

As part of its wartime activity, the American Red Cross is vigorously promoting better health through better and proper meals. NAB began co-operating with the Red Cross in this campaign in 194 at the initial stage. To July 27, 1944, the nine 15-minute transcriptions in the *Food for All* series had been played on 80 stations, were currently being broadcast on 20 more and were booked firm on 40 others.

LEGISLATIVE COMMITTEE

Robert T. Bartley, Secretary

DUE TO the White-Wheeler Bill hearings in the Senate and to the importance of immediate action on a moment's notice in an ever-changing situation, Legislative Committee members were "on call" during the entire spring session of Congress, and from the commencement of the Senate hearings until June, when Chairman Wheeler called off further consideration of the Bill, the Legislative Committee held six meetings.

Members of the Legislative Committee are: Don S. Elias, WWNC Asheville, N. C., chairman; Nathan Lord, WAVE Louisville; Clair R. McCollough, WGAL Lancaster, Pa.; Joseph H. Ream, CBS New York; J. Leonard Reinsch, WSB Atlanta; Frank M. Russell, NBC Washington; G. Richard Shafto, WIS Columbia, S. C.; James W. Woodruff Jr., WRBL Columbus, Ga.; Ed. Yocum, KGHL Billings, Mont.

WHITE-WHEELER BILL: As of October 1943, there was pending in the Senate, a Bill to amend the Communications Act, introduced jointly by Sens. White (R-Me.) and Wheeler (D-Mont.) the previous March. Chairman Wheeler called Committee hearings for Nov. 3, 1943. The hearings ran for 2 sessions to Dec. 16, 1943. Chairman Wheeler took the Bill under advisement and on March 1, 1944, presented to a full meeting of the NAB Legislative Committee a proposed

(*Continued on page 184*)

Farnsworth engineers..

AT YOUR SERVICE

WRITE FOR A COPY OF

"The Story of Electronic Television" —a new brochure for which you'll have many uses.

You can call on a wide range of experience in the Farnsworth engineering staff. This outstanding organization includes specialists in television . . . FM and AM reception and transmission . . . Radar . . . phonograph reproduction . . . acoustics . . . record-changers.

War keeps these men busy today. Tomorrow they will be the background for Farnsworth radio, phonograph and television equipment . . . drawing upon a rich experience of more than 19 years in electronics research . . . a guarantee of leadership.

. . . And they will welcome your questions regarding all phases of radio and television transmission and reception. You'll find these Farnsworth engineers leading in more and more fields . . . one important reason why Farnsworth experience and Farnsworth equipment belong in your plans for the future.

FARNSWORTH

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA. FARNSWORTH RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS; AIRCRAFT RADIO EQUIPMENT; FARNSWORTH TELEVISION TUBES; THE FARNSWORTH PHONOGRAPH-RADIO; THE CAPEHART; THE CAPEHART-PANAMUSE.

(*Continued from page 182*)

new Bill for consideration. Following a two weeks' study your Legislative Committee submitted to Chairman Wheeler its comments and recommendations. Almost three months later he called an executive session of the Senate Interstate Commerce Committee and presented his proposed amendments to the original White-Wheeler Bill.

The NAB Legislative Committee was supplied with a copy, considered the proposals thoroughly and submitted to each member of the Senate Committee its conclusions and recommendations, stressing again the desire for Committee consideration. When this report was submitted to him formally by an NAB Delegation, Chairman Wheeler cancelled further Senate Interstate Commerce Committee meetings.

Within a short time after conclusion of hearings on the White-Wheeler Bill, the FCC extended the license terms for Standard Broadcast Stations to the full statutory period of three years.

NEWSPAPER DECISION: During the course of the Senate hearings on the White-Wheeler Bill, Interstate Commerce Committee members pressed for specific answers from each member of the FCC who testified, as to when a decision would be handed down. On Jan. 6, 1944, shortly after conclusion of the Senate hearings, the FCC issued its decision, closing the record and dismissing Order 79, dated March 20, 1941.

HOLMES' BILL: Rep. Holmes (R-Mass.), on Jan. 2, 1943, introduced a bill to amend the Communications Act, which was referred to the House Committee on Interstate and Foreign Commerce. A subcommittee composed of Reps. Bulwinkle (D-N. C.), chairman; Chapman (D-Ky.), Martin J. Kennedy (D-N. Y.), D'Alesandro Jr. (D-Md.), Sadowski (D-Mich.), Reece (R-Tenn.), Brown (R-Ohio), Leonard W. Hall (R-N. Y.), was named. In view of the hearings in the Senate, the subcommittee held up hearings on the Holmes Bill until the Senate had acted. Furthermore, the House is conducting an investigation of the FCC through its Select Committee, under the chairmanship of Rep. Lea (D-Cal.). There is no indication that the subcommittee will hold hearings pending definite Senate action or before completion of the investigation by the Select Committee.

HOUSE SELECT COMMITTEE TO INVESTIGATE THE FCC: By October 1943, the Select Committee of the House had become so involved in personalities that little actual progress was being made. Chairman Cox (D-Ga.) resigned and Rep. Lea was named to succeed him. Soon thereafter Eugene L. Garey, general counsel for the Committee, resigned, and the FCC was given an opportunity to present its testimony. This portion of the investigation has been concluded and the Committee, with John J. Sirica as general counsel, is proceeding with its investigation into the licensing powers under the Act, as exercised by the FCC, with a view to determining the necessity for remedial legislation.

NEWSPAPER ADVERTISING BILL: Sen. Bankhead (D-Ala.), secured passage through the Senate of a bill requiring Government-paid War Bond advertising in newspapers. NAB appeared before the Senate Banking and Currency Committee in opposition to the bill, stressing the discriminatory effect it would have on broadcasting stations, particularly those in the smaller markets. Rep. Cannon (D-Mo.), introduced a companion bill in the House, on which hearings were held before the House Ways and Means Committee. By majority vote of the Committee, the bill was shelved but subsequently a new vote was taken and the bill reported favorably. The Rules Committee, however, denied a rule. It now rests in Committee.

Effective and intelligently organized support for the legislation has been spearheaded by the small-town newspapers. By working individually with members of the Senate and House from their home States and Districts, members of the National Editorial Assn. have acquainted their members of Congress with their arguments for the legislation.

FEDERAL TAXATION: The major tax development affecting radio was the enactment of Sec. 123 of the Revenue Act of 1943, which provides for the nonrecognition of gain upon the sale or exchange of property (including corporate stock) where the transaction is certified by the FCC to be necessary or appropriate to effectuate its policies. Radio is, of course, in common with other corporate taxpayers, affected by many of the general changes made by the Revenue Act of 1943, conspicuous among which are the increase in the excess profits tax rates to 95% and the raising of the specific exemption for excess profits tax purposes from $5,000 to $10,000. This latter change will have an especially beneficial effect upon small stations whose hope for future expansion depends in large part upon being allowed to retain a sizable portion of their current earnings. It is also to be noted that, in the general increase of excise tax rates, nothing was done to affect the exemption of news wires, etc.

Stations which have applied for relief from excess profits tax under Sec. 722 of the Internal Revenue Code will be interested to know that a complete set of instructions has now been issued to the Internal Revenue Agents in the Field and the auditing of such cases ought therefore to proceed with somewhat greater dispatch. On the other hand, it is understood that the Bureau is taking a very strict attitude toward the administration of Sec. 722, particularly on commitments to capacity increases not effected until after 1939 and regarding the use of post-1939 experience in establishing the taxpayer's constructive average base period net income. Taxpayers should, therefore, be prepared to measure up to a high standard of proof both as to eligibility and as to the amount of relief.

STANDARD TIME PROPOSALS PENDING: Bills are before Congress and hearings have been held but not concluded.

ET ANNOUNCEMENT RELIEF SOUGHT: In recognition of the ET announcement burden on stations, as set forth in a resolution of the North Carolina Broadcasters Assn., the Commission, on Feb. 1, 1944, proposed a revision in its rule, which would have afforded little relief and would have required other burdensome and unnecessary announcements. We filed our comments and suggestions with the Commission on March 16, 1944. To the present no further action has been taken by the FCC.

CONTRACT DISCLOSURE PROPOSAL OFFERED: Since Jan. 18, 1944, there has been pending before the Commission its proposed rule, which opens to public inspection many station contracts, agreements and understandings. Pursuant to the direction of the Board of Directors, we filed with the Commission a memorandum brief, reciting the practical business objections to requiring such disclosure and pointing out that there was no public necessity for such disclosure.

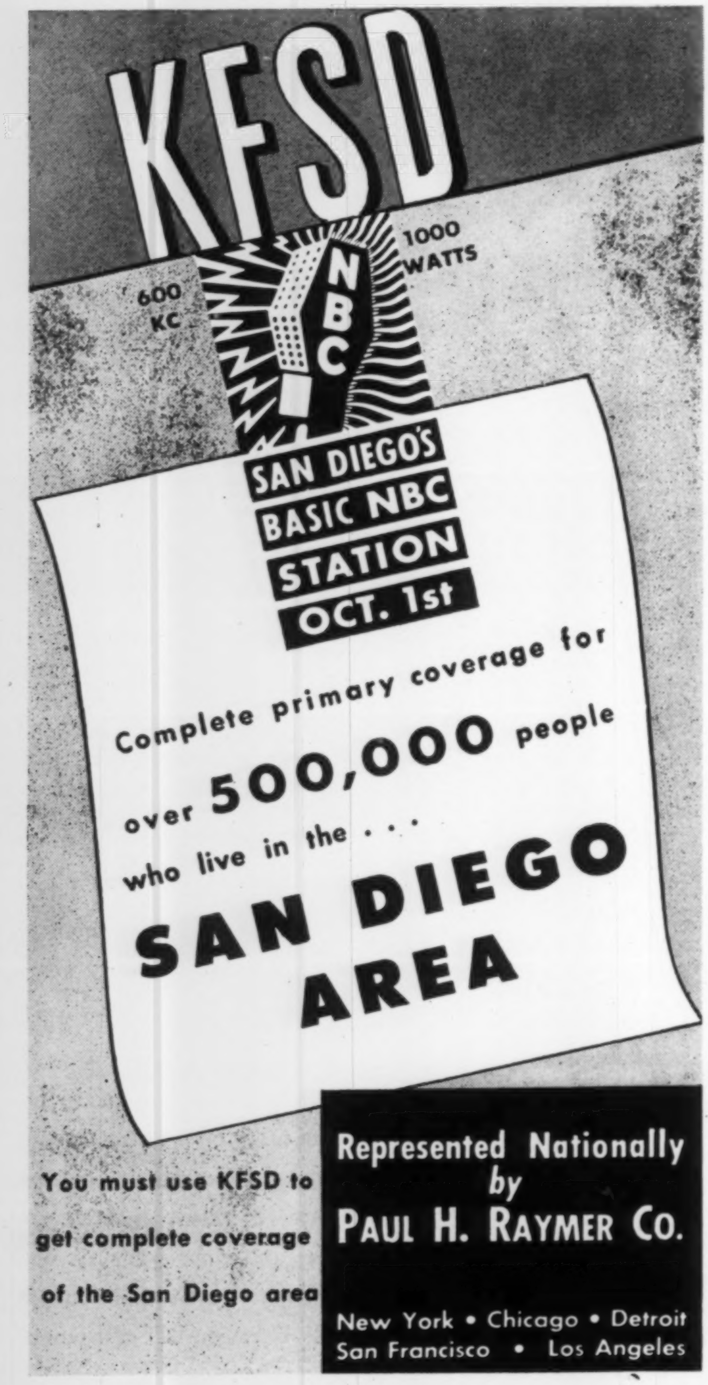
PUBLIC RELATIONS

Willard D. Egolf, Director

UNDER the able chairmanship of Edgar Bill, president of WMBD Peoria, the industry's first Public Relations Committee has in the past year and four months developed and placed in operation a complete public relations plan for the NAB. Members of the Public Relations Committee are: Craig Lawrence, KSO; Kern Tips, KPRC; John F. Patt, WGAR; Lawrence W. McDowell, KFOX; Leslie W. Joy, KYW; Edgar H. Twamley, WBEN; Frank M. Russell, NBC; Frank Stanton, CBS.

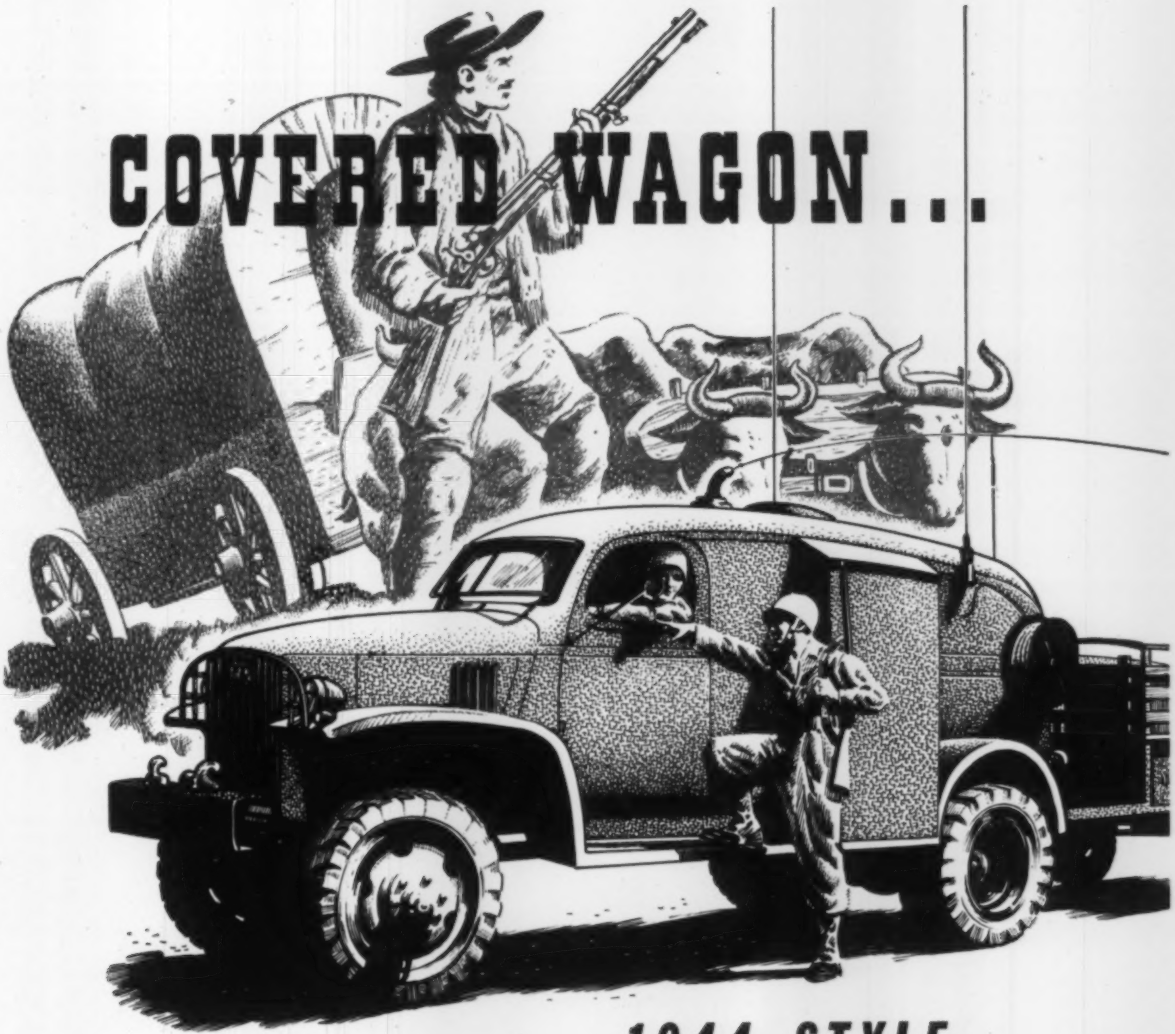
Acting on the plan's first principle, that the burden of public relations for the broadcasting industry

(*Continued on page 186*)



KFSD
1000 WATTS
600 KC
NBC
SAN DIEGO'S
BASIC NBC
STATION
OCT. 1st
Complete primary coverage for
over 500,000 people
who live in the . . .
SAN DIEGO
AREA
You must use KFSD to
get complete coverage
of the San Diego area
Represented Nationally
by
PAUL H. RAYMER CO.
New York • Chicago • Detroit
San Francisco • Los Angeles

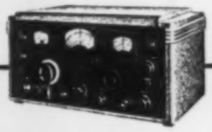
COVERED WAGON...



...1944 STYLE

BLAZING NEW TRAILS TO FREEDOM... The covered wagon 1944 style is the SCR-299 — the famous piece of mobile radio equipment built by Hallicrafters. It is blazing new trails to freedom in all corners of the world, wherever men fight; and by extending Allied lines of communications, it is playing an important part in saving American lives and in shortening the war. Just as the pioneers faced new frontiers with courage and strength, the men and women who make Hallicrafters equipment face the post war period solid in the conviction that they are helping to stake out exciting new territories.

You can win yourself a share of these new lands with short wave communications equipment. Hallicrafters were famous before the war as the makers of the ham's "ideal radio." They earned a reputation for the development of "the radio man's radio" and that reputation was solidified in war time. In peace, out of this intensive experience and realistic know-how they will continue to make the finest that can be made. There will be a Hallicrafters set for you in our post war line.



Hallicrafters short wave communications receivers like this will help push back the horizons of tomorrow and make new radio history. This is a 15 tube, 6 band receiver of amazing range and performance.

BUY A WAR BOND TODAY!

hallicrafters RADIO

THE HALLICRAFTERS COMPANY, MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

(*Continued from page 184*)

rests on station management, approximately 400 station managers have declared their willingness to cooperate. Their efforts soon will result in the publication of a book entitled *Management in the Public Interest*, which tells radio's public relations story in pictures—real life photos of station operation in the public interest.

During the past year radio was given well-earned recognition in the change of "press conferences" to "press-radio" or "news conferences". Friendly and understanding Army and Navy public relations officers saw fit to discontinue the requirement that "disclaimer" announcements be inserted in commercial programs originating at camps, posts or stations or on which military personnel appeared.

Radio's public service on D-Day, June 6, stands apart as the greatest public relations achievement in the history of the medium. In no way connected with radio's war coverage but in recognition of radio's war service, the same month brought an award from the Chief Signal Officer to the NAB, a Certificate of Appreciation for services rendered in the recruitment and training of military personnel. In addition to the procurement and training of technical personnel, which was a station project, NAB regularly has provided the War Dept. with information on former station personnel with programming and administrative skill, with the result that many have been transferred for duty in such fields. Recognition of radio's contribution to the war effort has come in many forms.

The NAB Public Relations Dept. has maintained a continuous flow of information to the public on "Radio in the War," by means of news releases, speeches, pamphlets, recordings, etc. What is called the "Working Plan of Public Relations for the NAB" was adopted by the Public Relations Committee in September 1943.

RADIO NEWS COMMITTEE: A Radio News Committee was appointed and met in New York Sept. 15-16, 1943, members being: Karl Koerper, KMBC, chairman; L. Spencer Mitchell, WDAE; Paul White, CBS; William Brooks, NBC; William Dowdell, WLW; Rex Howell, KFXJ; Tom Eaton, WTIC. This committee went to the heart of radio's news problem, proper training of news personnel. A subcommittee was authorized to take up the matter with representatives of America's educational institutions. First response came from the National Assn. of State Universities, which furnished a special committee to meet with the Radio News subcommittee, NASU representatives being Dr. I. Keith Tyler, Director of Radio, Ohio State U.; Mitchell V. Charnley, Professor of Journalism, U. of Minnesota, and Wilbur Schramm, Director, School of Journalism, U. of Iowa.

Preliminary plans laid by these two committees resulted in the entry of the American Assn. of Schools and departments of journalism into the deliberations, under the leadership of AASDJ President, Frederick S. Siebert, Director, School of Journalism, U. of Illinois. In Chicago June 23-24, 1944, the combined committees met and outlined a proposed Council on Radio Journalism, a permanent group to formulate standards and install full-time courses in radio journalism in schools and colleges. Mr. Siebert was joined at this meeting by AASDJ members, Paul H. Wagner, Dept. of Journalism, Indiana U.; Richard W. Beckman, Dept. of Technical Journalism, Iowa State College and Frank E. Schooley, Executive Secretary, National Assn. of Educational Broadcasters and program director of WILL, U. of Illinois. Under the direction of Richard Beckman, a survey of station newsroom manpower needs was undertaken immediately.

PROGRAM MANAGERS' EXECUTIVE COMMITTEE: The Program Managers' Executive Committee was appointed and met first in March of 1943. Two meetings have been held since, the personnel now being: Harold Fair, WHO, chairman; Clarence L. Menser, NBC; Doug Coulter, CBS; Ray Shannon, WHAS; William J. Adams, WHEC; J. Robert DeHaven, WTCN; Irvin G. Abeloff, WRVA; Robert Evans, WSPD.

Main objectives of this Committee are maintenance of high program standards, education of program personnel and close cooperation with station management. On Jan. 11-12, 1944, in New York, special attention was given to labor programming, when more than a score of AFL and CIO representatives met with the Committee and discussed the ways and means of presenting labor to the public through radio.

At the same meeting a series of articles was outlined for *NAB Reports* which could be bound into a program manager's handbook.

NAB CODE COMPLIANCE COMMITTEE: The NAB Code has been under the administration of the following Code Compliance Committee for the past year: William B. Quarton, WMT, chairman; Grant F. Ashbacker, WKBZ; William S. Hedges, NBC; Felix Hinkle, WHBC; Herbert Kendrick, WJLS; Eugene O'Fallon, KFEL; Arden X. Pangborn, KEX; Jan Schimek, CBS; Lee B. Wailes, KYW.

On June 16-17, 1943, labor's position under the Code was given thorough study by the Committee and representatives of the American Civil Liberties Union. A clear and satisfactory conclusion was reached. Since that time, no problem of significance has been presented to the Committee, activity having been limited to occasional interpretations for the benefit of station managers.

Recently the Political Action Committee of the CIO issued and distributed widely a "Radio Handbook". This book contains a strong denunciation of the NAB Code. The challenge was met by a statement from President Harold Ryan which appeared in *NAB Reports*.

LISTENER ACTIVITY

Dorothy Lewis, Coordinator

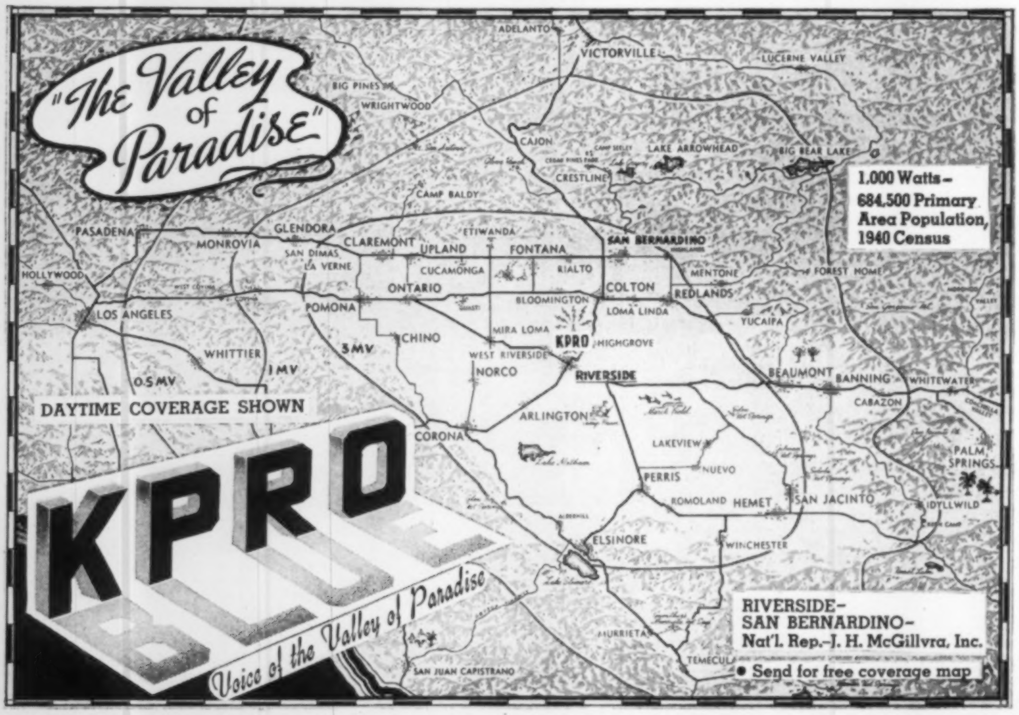
MEASUREMENT of accomplishment in public relations is always difficult, but if a great increase in prestige, activity, correspondence, public appearance and consultant services spells progress, the Listener Activity Dept. can so report. The work is carried on under several divisions, as follows:

ASSN. OF WOMEN DIRECTORS: This organization with an accredited membership of 650 women on staffs of NAB stations has completed several studies concerning the character of local women's service programs and of the releases received from commercial organizations. Several AWD committees function regularly. A Rural Committee has been set up to cooperate with the Dept. of Agriculture, Government agencies, and the Assn. of Farm Directors. An Advisory Stephens College Committee has been established to aid in the new course to train women directors and broadcasters. The outstanding event of the year was the editorial campaign on the "American Home" which was conducted during the spring months with the cooperation of 25 national women's organizations representing over 20,000,000 persons.

RADIO COUNCILS: Development of Radio Councils continues both through new organizations and strengthening of and expansion of older ones. Thirty Radio Councils in key cities, with a combined potential membership of over 2,000,000, are aiding local stations through program promotion, distribution of material on radio, evaluation, radio education, survey, children's programs, free time requests, etc.

CHILDREN'S PROGRAMS: NAB maintains the largest file of children's programs in the world. This source material is constantly used by broadcasters, lay groups, newspapers and magazines. A session on Children's Programs will be conducted at the Stephens College Radio Conference, November 1944. A brochure, giving a résumé of various types of children's programs adaptable to local station production, is in process. At the request of the Children's Bureau, Dept. of Labor and with the cooperation of NAB station managers, a survey was made of radio's efforts, national and local, in the reduction of juvenile delinquency. A full report will be available to the industry, together with suggested scripts.

NATIONAL ORGANIZATIONS: Close contact is maintained with most national organizations on the local, state and national levels. Our services include cooperation in planning yearly objectives and representation of radio on convention agendas, as consultant on radio problems, in distribution of radio material, in guiding use of radio time and educating in proper listening habits and program evaluation. Several national organizations passed resolutions endorsing the "freedom of the air" industry issue. Mrs. Lewis, representing NAB, was invited to a White House conference called by four major women's groups and Mrs. Roosevelt, on women's postwar role. Radio was the only industry present.



1,000 Watts –
684,500 Primary Area Population, 1940 Census

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SAN BERNARDINO–
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Check These Facts

You'll find all the factors needed to complete your coverage of the New York market.

- √ Intensive coverage of the world's richest market.
- √ Unusual audience strength, loyalty and quality.
- √ Distinctive programs unavailable consistently elsewhere.
- √ A non-duplicated market.
- √ Lowest rate of any New York station.
- √ A market of higher-incomed adults.
- √ Most favorable cost-per-listener comparisons.
- √ New York's fastest growing station.

WLIB

"THE VOICE OF LIBERTY"

Clear Channel – 1190 on your dial

RKO BUILDING - RADIO CITY - NEW YORK

Pending Applications for Commercial Television Broadcast Stations

(Corrected to Aug. 15, 1944)

Location	Applicant	Channel No.	Effective Signal Radiated	Approximate Cost
California				
Fresno	J. E. Rodman (KFRE)	2	717	$169,250.00
Hollywood	Warner Bros. Bcstg. Corp.	3	688	342,500.00
Los Angeles	Earle C. Anthony, Inc. (KFI)	6	7,654	....
Los Angeles	Consolidated Bcstg. Corp. Ltd. (KGER)	7	4,882	97,500.00
Los Angeles	Hughes Productions, Division of Hughes Tool Co.	2	500	207,450.00
Los Angeles	National Bcstg. Co., Inc.	3	14,000	202,500.00
Riverside	The Bcstg. Corp. of America (KPRO)	3	....	104,500.00
San Francisco	The Associated Broadcasters, Inc. (KSFO)	6	....	118,000.00
San Francisco	Don Lee Bcstg. System (KFRC)	1	....	....
San Francisco	National Bcstg. Co., Inc. (KPO)	4	....	202,500.00
San Mateo County	Hughes Productions, Division of Hughes Tool Company	2	740	217,450.00
Stockton	E. F. Peffer (KGDM)	3	....	96,000.00
Colorado				
Denver	KLZ Bcstg. Co. (KLZ)	3	1,750	194,000.00
Denver	National Bcstg. Co., Inc. (KOA)	2	....	202,500.00
Connecticut				
Darien	The Connecticut Television Co.	8	1,810	207,250.00
Hartford	The Travelers Bcstg. Service Corp. (WTIC)	7	1,210	209,400.00
District of Columbia				
Washington	Bamberger Bcstg. Service, Inc.	4	....	274,900.00
Washington	Capital Bcstg. Co. (WWDC)	6	1,640	139,000.00 to 144,000.00
Washington	Allen B. DuMont Laboratories, Inc.	1	155	....
Washington	National Bcstg. Co., Inc. (WRC)	2	910 Aural 1,222 Visual	
Washington	Philco Radio and Television Corp.	4	....	423,875.00
Florida				
Jacksonville	Jacksonville Bcstg. Corp. (WPDQ)	1	842	103,000.00
linois				
Chicago	National Bcstg. Co., Inc. (WMAQ)	1	2,380	202,500.00
Chicago	WGN, Inc. (WGN)	4	....	450,000.00 to 500,000.00
Indiana				
Indianapolis	WFBM, Inc. (WFBM)	2	....	152,000.00
Louisiana				
New Orleans	Loyola University (WWL)	6	44,450	167,000.00
New Orleans	Maison Blanche Company	1	1,430	151,000.00
Maryland				
Baltimore	Hearst Radio, Inc. (WBAL)	6	1,800	229,500.00
Baltimore	The Tower Realty Co.	4	2,160	135,000.00
Baltimore	Jos. M. Zamoiski Co.	6	....	423,875.00
Massachusetts				
Boston	Allen B. Du Mont Laboratories, Inc.	4	....	168,500.00
Boston	Westinghouse Radio Stations, Inc. (WBZ & WBZA)	5	1,610	241,000.00
Michigan				
Detroit	International Detrola Corp.	2	995	207,200.00
Detroit	The Jam Handy Organization, Inc.	1	1,940	135,000.00
Detroit	King Trendle Bcstg. Corp. (WXYZ)	2	1,546	200,000.00
Detroit	United Detroit Theatres Corp.	4	564	181,200.00
Detroit	WJR, The Goodwill Station (WJR)	6	....	250,000.00
Missouri				
St. Louis	Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman d/b as ALFCO Co.	4	....	168,500.00
St. Louis	Globe-Democrat Publishing Co.	1	1,705	194,500.00
St. Louis	The Pulitzer Publishing Co.	1	1,570	225,000.00
Nebraska				
Omaha	Radio Station WOW, Inc. (WOW)	1	1,500	174,000.00
New Jersey				
Newark	Bremer Bcstg. Corp. (WAAT)	5	794 Aural 1,588 Visual	164,500.00
New Mexico				
Albuquerque	Albuquerque Bcstg. Co. (KOB)	1	483 Aural 492 Visual	68,500.00
New York				
Buffalo	WEBR, Inc. (WEBR)	1	1,690	175,000.00
New York	Bamberger Bcstg. Service, Inc. (WOR)	6	1,246	....
New York	Metropolitan Television, Inc.	8	721	....
New York	News Syndicate Co., Inc.	11	....	450,000.00 to 500,000.00
New York	Philco Radio and Television Corp.	9	....	423,875.00
Rochester	Stromberg-Carlson Co. (WHAM)	1	845	154,575.00
White Plains	Westchester Bcstg. Corp. (WFAS)	13	1,063	189,200.00
Ohio				
Cleveland	National Bcstg. Co., Inc. (WTAM)	1	....	202,500.00
Cleveland	The WGAR Bcstg. Co. (WGAR)	3	....	250,000.00
Oklahoma				
Oklahoma City	WKY Radiophone Co. (WKY)	1	2,160	194,000.00
Pennsylvania				
Philadelphia	Bamberger Bcstg. Service, Inc.	7	....	274,900.00
Philadelphia	The Philadelphia Inquirer, a Division of Triangle Publications, Inc.	4	1,830	210,500.00
Philadelphia	Seaboard Radio Bcstg. Corp. (WIBG)	18	1,081	197,500.00
Philadelphia	WCAU Bcstg. Co. (WCAU)	5	1,128	....
Philadelphia	WDAS Broadcasting Station, Inc. (WDAS).	9	341	120,000.00
Philadelphia	Westinghouse Radio Stations, Inc. (KYW)	7	1,420	236,000.00
Philadelphia	WFIL Bcstg. Co. (WFIL)	7	1,925	289,500.00
Pittsburgh	Westinghouse Radio Stations, Inc. (KDKA)	1	2,260	....
Rhode Island				
Providence	E. Anthony & Sons, Inc.	10	1,215	241,500.00
Utah				
Salt Lake City	Frank C. Carman, Davie G. Smith, Jack L. Powers and Grant R. Wrathall d/b as Utah Bcstg. Co. (KUTA)	2	3,550	104,500.00
Virginia				
Richmond	Havens & Martin, Inc. (WMBG)	3	1,520	106,500.00
Washington				
Spokane	Louis Wasmer, Inc. (KHQ)	1	760.2	190,000.00

Presto is taking Orders for Post-War Deliveries

NOW YOU CAN PLAN AHEAD

As a station manager, you have probably been getting reports from your engineers saying that your transcription recording and playback tables are nearing the end of their useful life.

Like your car and other pre-war mechanical equipment they are showing the effects of four or more years of hard, continuous service during times when replacement parts have been hard to get, some of them inferior substitute materials, and when skilled personnel has not been available for proper operation and maintenance.

YOU CAN BE AMONG THE FIRST to get your station equipment back in shape if you place your order for new turntable equipment now. Presto will assign your order a preference number based on the date and time of the postmark on your order. This number will appear on our acknowledgement.

NO PRIORITY NEED BE FURNISHED as no shipments will be made until the military demand for equipment is completely satisfied and priority restrictions are removed. When that time comes, your Presto preference number will take the place of a government priority in determining the delivery of Presto equipment.

NO DEPOSIT IS REQUIRED. Simply fill out the Presto post-war order form. If you need more information, send for the complete Presto catalog. Be assured that any improvements that may be added in our post-war products will be included in the equipment you receive. There will be no major changes in Presto equipment during the first year or two after the war because until that time our engineering department will be devoted entirely to war work. The fully developed equipment designs that gave you service during the long war period should, we believe, be adequate for the time immediately after the war. You will, however, receive the benefit of our experience in manufacturing recording and reproducing equipment for military service which we have gained during wartime.

WHY ARE WE TALKING ABOUT "POST-WAR" NOW?

It may seem premature until you know these facts:

1 Since early in 1942, Presto, like all other electronic equipment manufacturers, has been 100% in war work. This has meant manufacturing a variety of equipment needed more critically than recording equipment.

2 At the same time, the military demand for sound recording and reproducing equipment has been far beyond any prudent estimate we could have made.

3 Shortages have occurred continually in parts, principally motors, rubber parts and aluminum castings, as well as in labor, which have further impaired our efforts to keep shipments of our standard recording equipment up to date.

4 As a result, our backlog of orders is such that many orders received now, even those bearing AA-1 priorities, may not be shipped for eight to twelve months. By that time, government priorities may not be necessary.

Your order now will help us to plan our production schedule in advance for various types of equipment, resulting in speedier deliveries for you.

Your order, placed today, will not become binding on either of us until we give you firm price and delivery quotations based on post-war material costs and labor conditions. If your plans should change after you have placed your order, simply cancel the order and release your preference number to the next in line. That's all there is to it.

WHEN YOU ORDER BROADCASTING EQUIPMENT FOR NEW STATIONS, AM, FM OR TELEVISION, specify Presto transcription recording and playback tables. Many manufacturers of high grade radio transmitters and studio input equipment do not make turntable equipment. Therefore, ask the transmitter manufacturer to include Presto tables. They will pass your requirements on to us. We will deliver when they do.

WRITE TODAY FOR THE PRESTO POST-WAR ORDER FORM

Complete catalog sent on request

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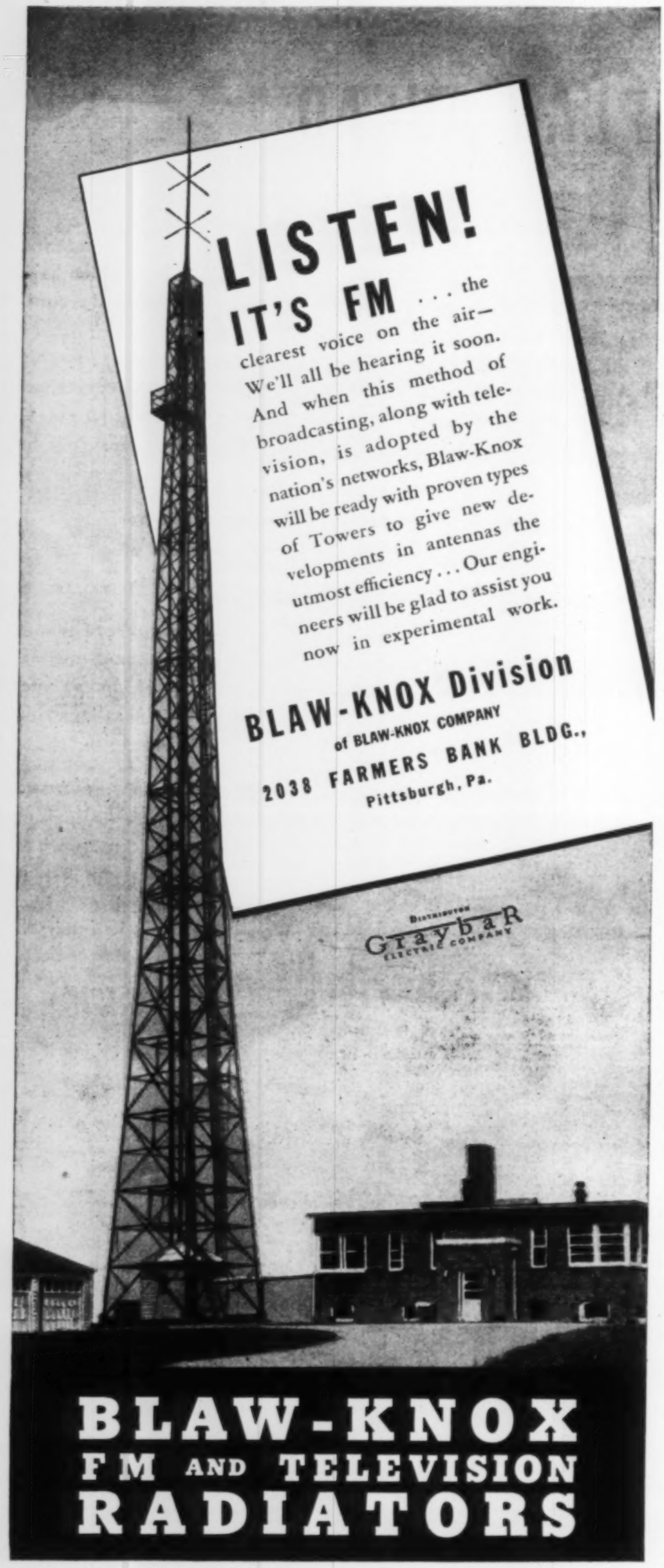
PRESTO
GLASS BASE

PRESTO RECORDING CORPORATION

242 WEST 55th STREET, NEW YORK 19, N. Y., U. S. A.

Walter P. Downs Ltd., in Canada

BACK THE ATTACK—BUY WAR BONDS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IT'S FM . . . the clearest voice on the air—We'll all be hearing it soon. And when this method of broadcasting, along with television, is adopted by the nation's networks, Blaw-Knox will be ready with proven types of Towers to give new developments in antennas the utmost efficiency . . . Our engineers will be glad to assist you now in experimental work.
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BLAW-KNOX
FM AND TELEVISION
RADIATORS

PENDING APPLICATIONS FOR FM STATIONS

LOCATION	*APPLICANT*	*Frequency (KC)*	*Coverage (Sq. Mi.)*	*Approximate Cost ($)*
ALABAMA				
Birmingham	The Birmingham News Co. (WSGN) (95% of stock owned by Victor Hanson, publisher of The Birmingham News and Age-Herald)	44,500	17,700	113,350
Birmingham	Voice of Alabama, Inc. (WAPI)	45,900	17,200	78,700
Mobile	W. O. Pape tr/as Pape Broadcasting Co., (WALA)	46,100	10,000	75,000 to 100,000
Montgomery	Montgomery Broadcasting Co., Inc. (WSFA) (1/3 interest owned by R. F. Hudson, publisher of Montgomery Advertiser)	43,500	17,299	47,400
Montgomery	G. W. Covington, Jr. (WCOV)	45,500	4,761	44,760
CALIFORNIA				
Alameda	Times-Star Publishing Co. (Publisher)	49,100	6,450	27,000
Fresno	J. E. Rodman (KFRE)	44,100	24,752	64,975
Hollywood	Columbia Broadcasting System Inc. (KNX)	43,100	34,000	194,900
Hollywood	Warner Bros. Broadcasting Corp.	44,900	3,118	65,000
Los Angeles	Earle C. Anthony Inc. (KFI)	43,700	34,000	103,065
Los Angeles	Blue Network Co., Inc. (KECA)	43,100	21,024	98,750
Los Angeles	Consolidated Broadcasting Corp. (KGER)	45,700	7,000	53,860
Los Angeles	National Broadcasting Co., Inc.	44,100	-----	190,000
Los Angeles	Standard Broadcasting Co. (KFVD)	45,300	7,000	46,010
Oakland	Tribune Bldg. Co. (KLX) (Interlocking ownership Oakland Tribune)	46,500	1,215	17,750
Riverside	The Broadcasting Corp. of America (KPRO)	43,500	48,000	14,000
San Bernardino	The Sun Company of San Bernardino, Cal. (Publisher of San Bernardino Sun and Telegram, daily newspapers)	44,100	17,101	24,240
San Francisco	Associated Broadcasters, Inc. (KSFO)	43,100	-----	36,000
San Francisco	Hearst Publications Inc. (Publisher)	44,300	-----	-----
San Francisco	Don Lee Broadcasting System (KFRC)	43,500	18,050	113,860
San Francisco	National Broadcasting Co. Inc (KPO)	43,900	-----	190,000
Stockton	E. F. Peffer (KGDM)	45,900	19,696	25,000
COLORADO				
Denver	KLZ Broadcasting Co. (KLZ). Officers are Directors or Stockholders in the Oklahoma Publishing Co., publishers of The Daily Oklahoman, Oklahoma City Times and Farmer-Stockman)	43.500	31,400	-----
Denver	National Broadcasting Co. Inc. (KOA)	43,900	-----	190,000
CONNECTICUT				
Hartford	The Hartford Times, Inc. (WTHT) (Publisher Hartford Times, 73.58% stock owned by Gannett Newspapers)	43,700	21,900	192,000
New London	Thames Broadcasting Corp. (WNLC)	44,500	3,500	21,060
DELAWARE				
Wilmington	WDEL Inc. (WDEL) (Ownership affiliated with Lancaster Newspapers Inc.)	44,500	6,400	41,000
DISTRICT OF COLUMBIA				
Washington	Capital Broadcasting Co. (WWDC)	46,700	8,020	50,000
Washington	The Evening Star Broadcasting Co. (WMAL). (Applicant is subsidiary of the Washington Star)	47,100	5,600	27,000
Washington	National Broadcasting Co. Inc. (WRC)	44,300	-----	190,000
Washington	Eleanor Patterson tr/as The Times Herald (Publisher)	46,300	----	75,000 to 100,000
FLORIDA				
Jacksonville	Florida Broadcasting Co. (WMBR)	44,700	11,700	68,500
Miami	Miami Broadcasting Co. (WQAM)	46,500	3,630	50,000
Tampa	Tampa Times Co. (WDAE) (Publisher)	45,300	8,100	-----
Tampa	The Tribune Company (WFLA). (Publisher of Tampa Tribune)	-----	-----	-----
GEORGIA				
Atlanta	The Constitution Publishing Co. (Publisher of the Atlanta Constitution)	45,300	7,380	32,860
ILLINOIS				
Bloomington	Arthur Malcolmn McGregor, Dorothy Charlotte McGregor & Hugh L. Gately d/b as Radio Station WJBC (WJBC)	45,300	6,660	14,800
Chicago	Agricultultural Broadcasting Co. (WLS) (Owned by Prairie Farmer Publishing Co.)	44,700	10,624	130,600
Chicago	Blue Network Co. Inc. (WENR)	48,700	11.000	122,000
Chicago	Chicago Federation of Labor (WCFL)	47,900	10,800	30,405
Chicago	Drovers Journal Publishing Co. (WAAF). (Publishers of Chicago Daily Drovers Journal and owners of Omaha Journal-Stockman)	48,700	10,800	63,500
Chicago	National Broadcasting Co. Inc. (WMAQ)	46,300	10,800	66,000
Chicago	Oak Park Realty and Amusement Co. (Subsidiary of Loew's Inc., producers and distributors of motion pictures)	47,900	10,800	104,000
Chicago	WJJD Inc. (WJJD)	44,700	10,800	80,860
Decatur	Commodore Broadcasting, Inc. (WSOY) (99.6% of stock owned by Decatur Newspapers Inc., publisher of Decatur Herald and Review; same ownership as Champaign-Urbana (Ill.) Evening Courier)	46.500	15,708	47,800
Peoria	Peoria Broadcasting Co. (WMBD)	48,700	11,613	53,865
Quincy	Illinois Broadcasting Corp. (WTAD)	44,100	15,300	53,360
Rock Island	Rock Island Broadcasting Co. (WHBF) (Controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of Rock Island Argus)	44,500	3,000	16,350
Rockford	Rockford Broadcasters Inc. (WROK) (100% of stock owned by Rockford Consolidated Newspapers, Inc., publishers of Rockford Morning Star and Rockford Register Republic)	47,100	3,900	23,510

(*Continued on page 192*)

CHART SHOWING

APPROXIMATE COVERAGE 1000 WATT FM STATION

ESTIMATED BY

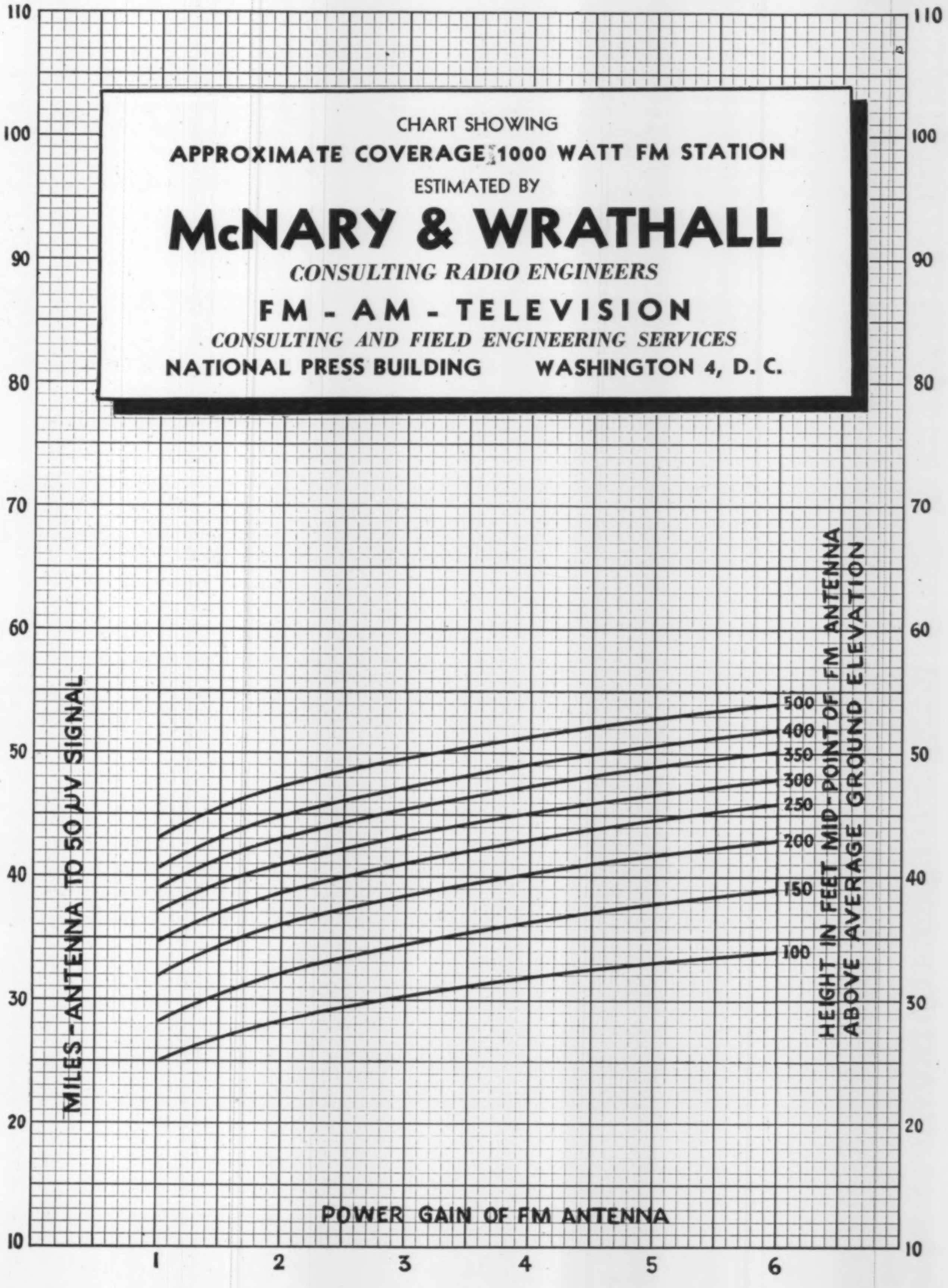
McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

FM - AM - TELEVISION

CONSULTING AND FIELD ENGINEERING SERVICES

NATIONAL PRESS BUILDING WASHINGTON 4, D. C.



KEUFFEL & ESSER CO., N. Y. NO. 358-6
10 × 10 to the inch, 5th lines heavy.
MADE IN U. S. A.

For faster handling

by AIR EXPRESS

divide bulky shipments

into smaller units

THE handling, loading, and unloading of AIR EXPRESS shipments is a speedy operation. Crews are well-trained and skillful. They know and appreciate the importance of making connections, quick delivery. That is why a big bulky shipment that *could* have been broken into smaller units is a disservice to shipper and receiver alike. It simply cannot be handled with the same speed given to ordinary shipments. So to expedite your own shipments be sure they're made up in easily-handled units whenever possible.

A Money-Saving, High-Speed Wartime Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "North, East, South, West"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-9, Railway Express Agency, 230 Park Ave., New York 17, N. Y.. or ask for it at any local office.

AIR EXPRESS

AIR EXPRESS

Gets there FIRST

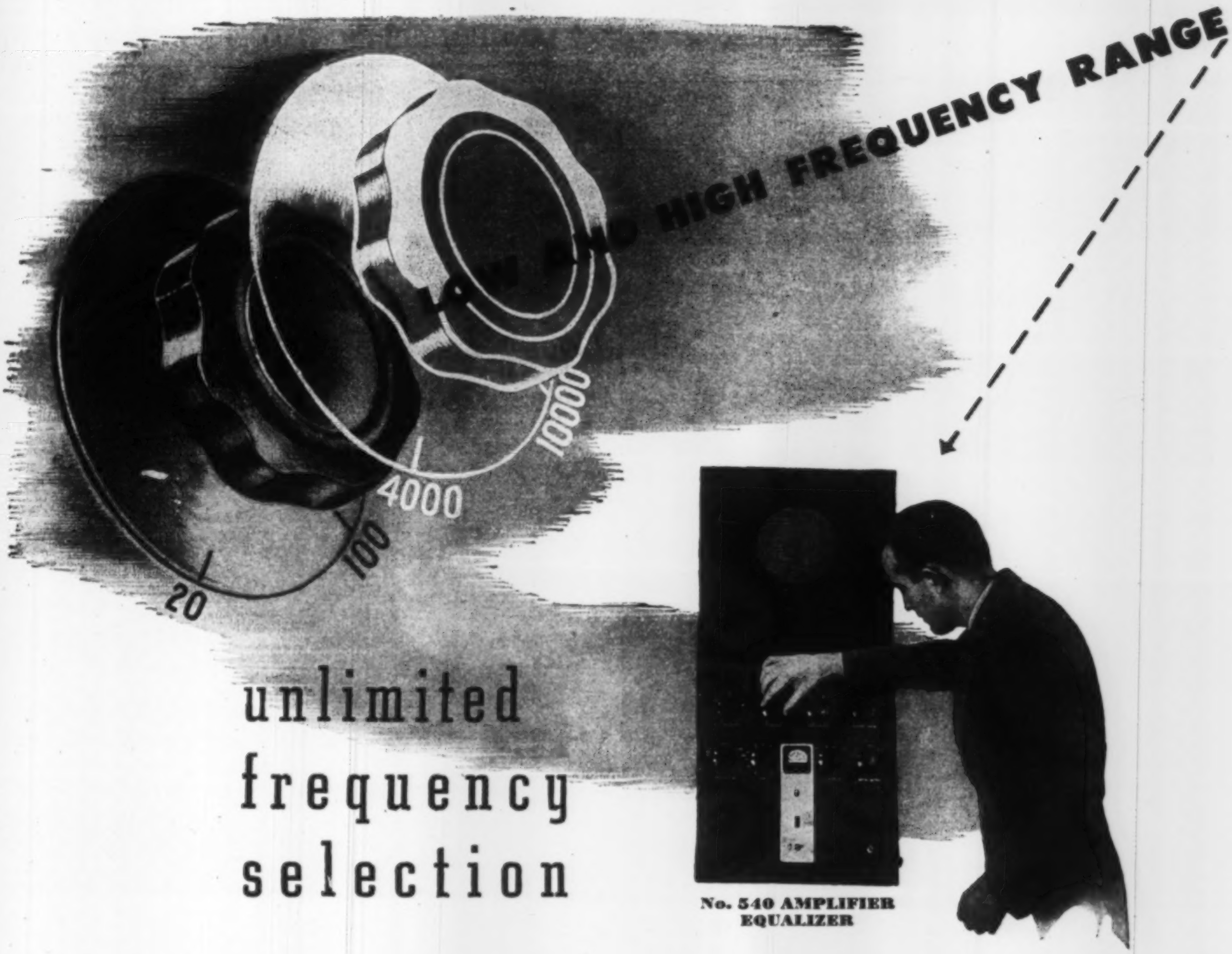
Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

PENDING APPLICATIONS FOR FM STATIONS

(*Continued from page 190*)

Springfield	Commodore Broadcasting Inc. (Same as above	46,900	8,060	47,8
Springfield	WCBS, Inc. (WCBS) (49% of stock owned by Ira C. Copley publisher of the Springfield Ill. State Journal, 1% by A. W. Shipton Gen. Mgr. of Ill. State Journal	46,100	12,918	39,5
INDIANA				
Hammond	O. E. Richardson, Fred L. Adair, Robert C. Adair d/b as Radio Station WJOB (WJOB)	49,900	2,241	12,8
Indianapolis	Capitol Broadcasting Corp. (WISH)	48,700	14,120	60,0
Indianapolis	Indianapolis Broadcasting Inc. (WIRE) (100% of stock owned by Central Newspapers Inc.)	45,300	13,640	155,0
Indianapolis	WFBM, Inc. (WFBM) (Chief owners are Harry M. Bitner and family; Mr. Bitner is publisher of Pittsburgh Sun-Telegraph, Hearst newspaper)	47,700	15,430	93,0
Muncie	Donald A. Burton (WLBC)	46,500	9,600	41,5
Shelbyville	Shelbyville Radio, Inc. (Officers and stockholders are interested in Democrat Publishing Co.)	46,100	3,730	24,8
Terre Haute	Banks of the Wabash, Inc. (WBOW)	48,700	7,440	25,2
IOWA				
Cedar Rapids	The Gazette Co. (Owner and Publisher of The Gazette, daily)	44,700	7,400	40,9
Davenport	Tri-City Broadcasting Co. (WOC)	46,300	10,600	50,0
Des Moines	Central Broadcasting Co. (WHO)	46,100	18,200	125,000 t 150,0
Dubuque	Telegraph Herald (KDTH) (Publisher of Telegraph Herald)	46,500	8,060	44,0
Waterloo	Josh Higgins Broadcasting Co. (KXEL)	44,300	26,948	94,8
KENTUCKY				
Ashland	Ashland Broadcasting Co. (WCMI)	46,100	4,160	11,3
Lexington	American Broadcasting Corp. of Ky. (WLAP)	45,100	6,300	11,4
Louisville	Courier-Journal and Louisville Times Co. (WHAS) (Publisher of Courier-Journal & Times)	45,700	13,200	11,8
Louisville	Northside Broadcasting Corp. (WGRC)	46,300	8,665	41,0
Owensboro	Owensboro Broadcasting Co., Inc. (WOMI) (stock owned by three stockholders of Owensboro Publishing Co.)	47,900	7,250	40,0
LOUISIANA				
New Orleans	Loyola University (WWL)	44,900	8,478	44,0
New Orleans	The Times Picayune Publishing Co. (Publisher)	44,300	----	----
MAINE				
Augusta	Gannett Publishing Co., Inc. (Publisher)	49,100	3,968	31,3
Portland	Portland Broadcasting System Inc. (WGAN) (495 out of 500 shares owned by Gannett Publishing Co. Inc. (Guy P. Gannett), publisher of Portland Press Herald and Portland Express; Augusta Kennebec Journal and Waterville Sentinel)	47,100	3,980	25,0
MARYLAND				
Baltimore	The A. S. Abell Company (Publisher of the Baltimore Sun)	46,300	6,040	63,3
Baltimore	Baltimore Broadcasting Corp. (WCBM)	48,300	3,600	18,3
Baltimore	The Baltimore Radio Show Inc. (WFBR)	45,900	5,600	32,5
Baltimore	Hearst Radio, Inc. (WBAL) (publisher)	43,700	8,857.6	65,0
Baltimore	Maryland Broadcasting Co. (WITH)	48,900	2,904	14,3
Baltimore	The Monumental Radio Co. (WCAO)	47,900	4,520	16,5
Olney	Edwin H. Armstrong, C. M. Jansky Jr. and Stuart L. Bailey d/b as FM Development Foundation	43,900	18,844	133,5
Salisbury	The Peninsula Broadcasting Co. (WBOC)	48,900	6,000	25,000 t 40,0
MASSACHUSETTS				
Boston	E. Anthony & Sons, Inc. (WNBH) (Publisher of New Bedford Mercury, New Bedford Standard-Times and Cape Cod Standard Times)	43,300	19,650	141,0
Boston	Columbia Broadcasting System Inc. (WEEI)	43,500	20,200	198,0
Boston	Matheson Radio Co. Inc. (WHDH)	47,700	3,600	45,0
Boston	Worcester Telegram Publishing Co., Inc. (WTAG and WTAG-FM) (Publisher Worcester Telegram and The Evening Gazette)	45,300	7,000	----
Fall River	Doughty & Welch Electric Co., Inc. (WSAR)	47,300	2,120	33,0
Holyoke	The Hampden-Hampshire Corp. (WHYN) (All stock of station owned by owners of Holyoke Transcript-Telegram and Daily Hampshire Gazette, Northampton, Mass.)	44,100	14,340	80,0
Lawrence	Hildreth & Rogers Co. (WLAW)	44,900	2,970	19,0
New Bedford	E. Anthony & Sons Inc. (WNBH) (Publisher of New Bedford Mercury, New Bedford Standard-Times and Hyannis (Mass.) Cape Cod Standard Times)	45,700	1,787	17,3
Pittsfield	Monroe B. England (WBRK)	45,700	950	23,4
Worcester	Worcester Telegram Publishing Co., Inc. (WTAG) (WTAG-FM) (WTAG-FM to be surrendered) (Publisher Worcester Telegram and The Evening Gazette)	43,500	20,437	167,5

(*Continued on page 194*)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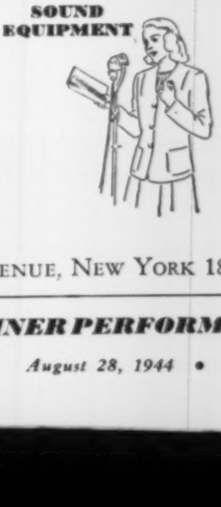

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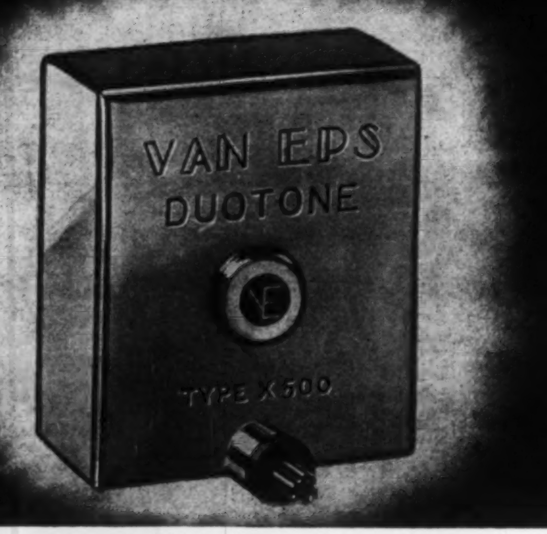

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6. Carefully tested at our laboratory and a graph accompanies each cutter, giving the frequency response characteristics.
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PENDING APPLICATIONS FOR FM STATIONS

(*Continued from page 192*)

MICHIGAN				
Battle Creek	Federated Publications Inc (WELL) (Publishers of Battle Creek Enquirer & News, Grand Rapids Herald and Lansing State Journal)	48,100	4,100	11,
Benton Harbor	The Palladium Publishing Co. (Publishes The News Palladium, a daily paper at Benton Harbor and owns substantially all of The Herald Press at St. Joseph, Mich.)	46,100	1,825	31,
Dearborn	Herman Radner (WIBM)	49,500	----	----
Detroit	James F. Hopkins Inc. (WJBK)	46,500	6,790	14,
Detroit	King-Trendle Broadcasting Corp. (WXYZ)	47,300	6,750	23,
Detroit	WJR, The Goodwill Station (WJR)	45,300	6,800	100,
Grand Rapids	John E. Fetzer and Rhea Y. Fetzer d/b as Fetzer Broadcasting Co. (WKZO & WJEF)	43,900	18,250	93,
Grand Rapids	King-Trendle Broadcasting Corp. (WOOD)	46,900	5,300	41,
Grand Rapids	Leonard A. Versluis (WLAV)	46,100	6,460	28,
Jackson	WIBM Inc. (WIBM)	49,500	-----	----
Lansing	WJIM Inc. (WJIM)	47,700	3,800	11,
Muskegon	Ashbacker Radio Corp. (WKBZ)	45,700	2,290	12,
Port Huron	The Times Herald Co. (Publisher of Times Herald)	47,700	5,600	44,
Saginaw	Saginaw Broadcasting Co. (WSAM)	45,500	2,100	----
MINNESOTA				
St. Paul	WMIN Broadcasting Co. (WMIN)	45,700	13,273	51,
MISSOURI				
Kansas City	WHB Broadcasting Co. (WHB)	46,900	9,200	50,
St. Joseph	KFEQ, Inc. (KFEQ) (42.8% of stock owned by the News Corp., publisher of the St. Joseph News-Press and St. Joseph Gazette)	46,900	-----	----
St. Louis	Columbia Broadcasting System Inc. (KMOX)	45,900	13,400	83,
St. Louis	Globe-Democrat Publishing Co. (Publisher of Globe-Democrat)	46,300	13,083	148,
St. Louis	Missouri Broadcasting Corp. (WIL)	45,100	13,200	25, to 33,
St. Louis	Pulitzer Publishing Co. (KSD) (Publisher of St. Louis Post-Dispatch)	45,500	13,391	34,
St. Louis	St. Louis University (WEW)	45,100	13,000	33,
St. Louis	Star-Times Publishing Co. (KXOK) (Publisher of St. Louis Star-Times)	44,700	12,480	35,
NEBRASKA				
Omaha	World Publishing Co. (KOWH) (Publisher of Omaha World-Herald)	45,500	11,660	39,
NEVADA				
Las Vegas	Nevada Broadcasting Co. (KENO)	49,500	560	8,
NEW HAMPSHIRE				
Manchester	The Radio Voice of New Hampshire Inc. (WMUR) (5% of stock owned by Edward J. Gallagher who is 50% owner of common stock and managing editor of Citizen Publishing Co. which publishes the Citizen)	43,500	31,630	51,
NEW JERSEY				
Ewing Twp.	Mercer Broadcasting Co. (100% of stock owned by Trenton Times Corp., publisher of Trenton Evening Times, Morning State Gazette and Trenton Sunday Times-Advertiser)	49,900	3,200	20,
Newark	New Jersey Broadcasting Corp. (WHOM)	49,100	6,200	38,
Paterson	North Jersey Broadcasting Co. Inc. (WPAT)	49,900	4,928	45,
NEW YORK				
Albany	WOKO, Inc. (WOKO) (25% of stock owned by the Press Co. Inc., publisher of Albany Knickerbocker News)	45,100	7,164	19,
Brooklyn	Frequency Broadcasting Corp. (100% of stock held by Yarrum Inc. who owns 25% of stock of Metropolitan Engineering Co. which is engaged in manufacture of steel stampings, electric welded products and fin tubes for steam boilers)	43,700	14,400	30,
Buffalo	WBEN, Inc. (WBEN)	43,300	21,830	193,
Buffalo	WERB Inc. (WEBR) (75% of stock owned by Buffalo Courier-Express)	46,500	3,420	100, to 125,
Ithaca	Cornell University (WHCU)	43,300	15,000	35,
Jamestown	James Broadcasting Co., Inc. (WJTN)	46,100	10,352	39,
New York	The American Network Inc. (50% of stock owned by five separate newspaper publishing corporations—The Journal Co., WCAE Inc., Indianapolis Broadcasting Inc., Star-Times Publishing Co. and The Constitution Publishing Co.)	47,900	8,840	----
New York	Blue Network Co. Inc. (WJZ)	47,900	8,950	41,7
New York	Debs Memorial Radio Fund Inc. (WEVD) (Among co-operative backers are directors of the Jewish Daily Forward; the newspaper company itself has no interest or control)	48,700	8,600	45,1
New York	Greater New York Broadcasting Corp. (WNEW)	48,700	8,500	37,
New York	Hearst Radio Inc. (WINS) (See Hearst Newspapers)	48,700	8,570	65,
New York	News Syndicate Co., Inc. (Publisher of New York Daily and Sunday News)	47,900	8,500	86,
New York	WBNX Broadcasting Co. (WBNX)	48,300	8,730	30,7
New York	WMCA Inc.	48,300	8,550	----
Ogdensburg	St. Lawrence Broadcasting Corp. (WSLB)	-----	-----	10,
Poughkeepsie	Poughkeepsie Newspapers, Inc (Publisher)	44,300	10,198.5	46,
Syracuse	Central New York Broadcasting Corp. (WSYR)	46,300	6,800	22,
Syracuse	Onondaga Radio Broadcasting Corp. (WFBL)	45,900	6,745	23,

(*Continued on page 196*)

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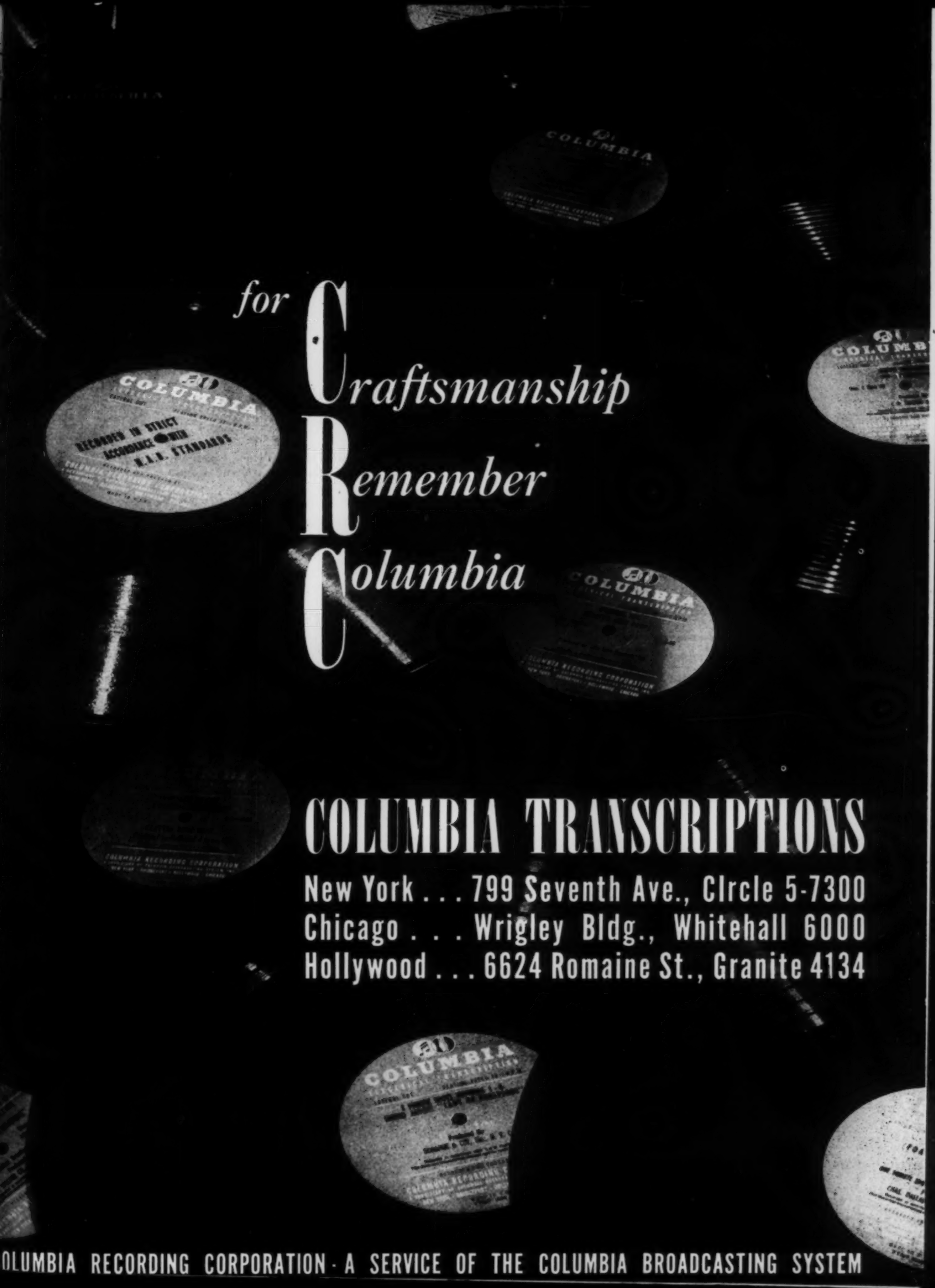
PENDING APPLICATIONS FOR FM STATION

(*Continued from page 194*)

Utica,	WIBX Inc.	45,700	10,290	41,
Watertown	The Brockway Co. (WWNY) (Owned & operated by Watertown Times)	47,300	4,145	34,
White Plains	Westchester Broadcasting Corp. (WFAS) (Controlled by Valentine E. and J. Noel Macy, publishers of Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times, all in New York)	49,900	435	20,
NORTH CAROLINA				
Durham	Durham Radio Corp. (WDNC) (100% owned by Durham Herald Co., publisher of Durham Morning Herald and Sun)	-----	-----	---
Greensboro	North Carolina Broadcasting Co., Inc. (WBIG)	43,900	13,200	75,
Raleigh	WPTF Radio Co. (WPTF)	43,300	23,343	118,
Winston-Salem	Piedmont Publishing Co. (WSJS) (Publisher of Winston-Salem Journal and Twin City Sentinel)	46,700	4,600	9,
OHIO				
Akron	Summit Radio Corp.	46,500	-----	---
Ashland	Robert M. Beer and Edgar Koehl, d/b as Beer and Koehl. (Beer & Koehl each own 48.75% of stock of Ashland printing Co., publisher of Ashland Times Gazette. Koehl is also 50% owner of Inquirer Printing Co., publisher of Galion Inquirer, Galion, Ohio	48,900	8,494	25, to 30,
Ashtabula	WICA Inc. (WICA) (94% of stock owned by C. A. Rowley, publisher of of the Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald, all Ohio dailies)	48,900	4,116	31,
Canton	Ohio Broadcasting Co. (WHBC) (Subsidiary of Brush-Moore Newspapers, Inc.)	46,100	8,499	30,
Cincinnati	Cincinnati Broadcasting Co. (100% owned by The John Shillito Co. which is controlled by F. & R. Lazarus & Co.—Department Store)	43,700	19,100	104,
Cincinnati	The Cincinnati Times Star Co. (WKRC) (Publisher)	46,700	13,700	76,
Cincinnati	The Crosley Corp. (WLW)	45,500	13,700	225, to 250,
Cincinnati	L. B. Wilson, Inc. (WCKY)	45,900	13,700	150,
Cleveland	National Broadcasting Co. Inc. (WTAM)	43,700	-----	100,
Cleveland	United Broadcasting Co. (WCLE) (WHK) (756 6/24 out of 1,000 shares owned by Forest City Publishing Co., publishers of Cleveland Plain Dealer and chief owner of Cleveland News)	48,500	8,420	130, 150,000
Cleveland	WGAR Broadcasting Co. (WGAR)	45,500	8,500	175,
Columbus	Central Ohio Broadcasting Co. (100% owned by F. and R. Lazarus and Co., Columbus, Ohio, operating a retail department store)	43,100	21,010	102,
Columbus	The Crosley Corp.	46,500	12,400	200, to 225,
Columbus	United Broadcasting Co. (WHKC) (756-6/24 out of 1,000 shares owned by Forest City Publishing Co., publishers of Cleveland Plain Dealer and chief owner of Cleveland News)	48,100	12,400	97,
Dayton	Crosley Corp.	46,100	8,000	150, to 160,
Steubenville	The Valley Broadcasting Co. (WSTV)	-----	-----	---
Toledo	The Toledo Blade Co. (Publisher of The Toledo Blade)	44,500	8,400	---
Wooster	The Wooster Republican Printing Co. (Publisher of Wooster Daily Record)	49,300	7,780	35,
Youngstown	The WFMJ Broadcasting Co. (WFMJ) (Controlled by William F. Maag, Jr., publisher of Youngstown Vindicator)	44,100	15,610	72,
OKLAHOMA				
Oklahoma City	Plaza Court Broadcasting Co. (KOCY)	-----	15,394	---
Oklahoma City	WKY Radiophone Co. (WKY) (Same stock owners as Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman, Oklahoma City Times and The Farmer Stockman)	44,500	21,000	---
Tulsa	Fred Jones and Mary Eddy Jones d/b as Fred Jones Broadcasting Co. (Automobile dealer)	45,300	22,000	113,
Tulsa	World Publishing Company and Tulsa Tribune Company (Publishers)	45,700	23,850	112, plus land & build
OREGON				
Portland	Stanley M. Goard, Geo. W. Phillips, Robert T. Zabelle, James L. Murray co-partners d/b as Broadcasters Oreg., Ltd. (Goard—Radio Technician. Phillips—Insurance Agent & Loan Broker. Zabelle—Sales, rentals & operation of Public address equipment. Murray—Sales representative & Office Equipment Specialist)	48,500	5,826	25,0
Portland	Oregonian Publishing Co. (KGW) Publisher Portland Oregonian)	46,100	13,382	64,2
PENNSYLVANIA				
Bethlehem	Associated Broadcasters Inc (WEST) (Ownership affiliated with Lancaster Newspapers, Inc.)	48,500	2,800	43,9
Harrisburg	Keystone Broadcasting Corp. (WKBO) (Ownership affiliated with Lancaster Newspapers Inc.)	44,700	4,000	60,0
Lancaster	WGAL Inc. (WGAL) (Ownership affiliated with Lancaster Newspapers Inc.)	45,500	1,200	40,9

(*Continued on page 198*)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PENDING APPLICATIONS FOR FM STATION

(Continued from page 196)

Philadelphia	Gibraltar Service Corp. (100% of stock owned by Bulletin Company publisher of The Evening Bulletin)	46,100	9,318	50,2
Philadelphia	The Philadelphia Inquirer, a Division of Triangle Publications, Inc. (Publisher)	48,100	15,500	15
Philadelphia	WDAS Broadcasting Station Inc. (WDAS)	47,700	9,300	4
Pittsburgh	J. J. Laux, R. Teitlebaum, Meyer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N Berkman, C. C. Swaringen, J. Troesch & J. L. Merdian, partners, d/b as Liberty Broadcasting Co. (Some of partners have interest in WKNY, WSTV and WJPA)	—	—	—
Pittsburgh	Pittsburgh Radio Supply House (WJAS)	46,500	8,400	21,
Pittsburgh	WCAE, Inc. (WCAE) (Same Ownership as Pittsburgh Sun-Telegraph)	45,500	8,650	33,
Reading	Hawley Broadcasting Co. (Stockholders are owners of Reading Eagle Co., publisher of Reading Times and Eagle)	46,500	4,275	28,
Scranton	Scranton Broadcasters, Inc. (WGBI)	48,100	19,557	4
Sharon	Sharon Herald Broadcasting Co. (WPIC) (One stockholder holds stock in Sharon Herald Publishing Co.)	45,900	11,080	84,
Uniontown	Fayette Broadcasting Corp. (WMBS)	48,100	19,240	22,
Wilkes-Barre	Louis G. Baltimore (WBRE)	—	—	—
Williamsport	WRAK, Inc. (WRAK) (66.6% owned by Sun Gazette Co. publisher of Williamsport Gazette & Bulletin and Williamsport Sun)	47,700	11,675	35,
York	Susquehanna Broadcasting Co. (WSBA)	44,500	3,060	29,
York	York Broadcasting Co. (WORK) (Ownership affiliated with Lancaster Newspapers Inc.)	45,100	1,550	46,
RHODE ISLAND				
Pawtucket	Pawtucket Broadcasting Co. (WFCI)	45,100	3,760	37,
Providence	Maj. A. A. Schechter	45,100	3,950	—
Providence	Cherry & Webb Broadcasting Co. (WPRO) (Department store affiliated)	47,500	6,207	90,
Providence	The Outlet Co. (WJAR) (Department store)	48,500	6,412	41,
SOUTH CAROLINA				
Charleston	Atlantic Coast Broadcasting Co. (WTMA) (Affiliated with Charleston News & Courier and Charleston Post)	47,700	6,400	45,
Greenville	Greenville News-Piedmont Co. (WFBC) (Publisher)	44,100	23,687	122,
Spartanburg	Spartanburg Advertising Co. (WSPA)	43,500	26,600	150,0 175,
TENNESSEE				
Knoxville	American Broadcasting Corp. (WBIR)	45,100	3,230	14,
Nashville	Nashville Radio Corp. (Owned by The Nashville Banner Publishing Co. and Tennessean Newspapers Inc.)	46,500	16,000	200,
TEXAS				
Abilene	The Reporter Broadcasting Co. (KRBC) (50% of stock owned by M. Bernard Hanks, director and stockholder in Reporter Publishing Co., Big Spring Herald, Inc., North Texas Publishing Co., Denison Herald and Marshall Publishing Co., all of Teras)	45,700	6,936	25,
Amarillo	Amarillo Broadcasting Corp (KFDA)	45,100	5,600	11,
Beaumont	KRIC Inc. (KRIC) (Owned by Beaumont Enterprise and Journal)	43,100	6,650	22,
Dallas	A. H. Belo Corp. (WFAA) (Publisher of The Dallas Morning News)	43,700	22,700	98,
Dallas	KRLD Radio Corp. (KRLD) (subsidiary of Times-Herald Printing Co., publisher of Dallas Times Herald)	45,700	20,000	150, to 175,
Harlingen	Harbenito Broadcasting Co., Inc. (KGBS)	—	2,400	—
Houston	Houston Printing Corp. (KPRC) (Publisher of Houston Post; 97% of stock owned by Houston Post Co.)	46,500	10,500	29,
Houston	KTRH Broalcasting Co. (KTRH) (Subsidiary of Houston Chronicle Publishing Co., publisher of Houston Chronicle)	47,700	14.300	91,
San Antonio	Southland Industries Inc. (WOAI)	44,500	16,500	250,
Wichita Falls	Rhea Howard (Owns stock and is officer of Times Publishing Co. which publishes the Wichita Daily Times and Wichita Record News)	46,500	12,800	—
UTAH				
Salt Lake City	Intermountain Broadcasting Corp. (KDYL)	46,700	800	19,
VIRGINIA				
Norfolk	WTAR Radio Corp. (WTAR) (Subsidiary of Norfolk News-Papers, Inc., publisher of Norfolk Ledger-Dispatch and Norfolk Virginia-Pilot)	46,500	5,702	39,
Richmond	Havens & Martin Inc. (WMBG)	46,100	12,130	40,
Richmond	Richmond Radio Corp (WRNL) (Owned by Richmond Newspapers, Inc., publishers of Richmond News Leader and Richmond Times Dispatch)	46,300	11,269	46,
WASHINGTON				
Spokane	Louis Wasmer Inc. (KHQ)	45,700	12,609	40,
WEST VIRGINIA				
Charleston	Charleston Broadcasting Co. (WCHS)	43,500	11,525	75,
Morgantown	W. Virginia Radio Corp. (WAJR) (Stockholders own stock in W. Va. Newspapers Publishing Co.)	43,500 49,900 49,900	33,244 344 1,620	218, (Satelli (Satelli
WISCONSIN				
Green Bay	Green Bay Newspaper Co. (Publisher of Green Bay Press-Gazette)	—	—	—
Oshkosh	Oshkosh Broadcasting Co. (WOSH)	44,500	3,810	17,
Racine	Racine Broadcasting Corp. (WRJN) (Principal stockholders are officers of the Journal Times Co.)	49,100	2,540	29,
Wausau	Record-Herald Company (Publisher Wausau Daily Record-Herald)	46,500	—	—

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RADIO'S WARTIME SERVICE

Chief Engineers, Managers of 78% of Stations Leave for Duty, Says DeMare Article

CHIEF ENGINEERS and general managers of 78% of the stations in the U. S. are in the armed services or doing other Government work in connection with the war, according to an article, "Broadcasting Fights Its First War," in the September issue of the Western Electric *Oscillator* which replaces *Pick-Ups*.

Written by George DeMare, the article covers in detail radio's contribution to the war, pointing out that a typical station has lost 30% of its technical force, either to the armed services or to Government agencies engaged directly with the war program. A study by BROADCASTING YEARBOOK disclosed that more than 23% of radio's entire personnel was in the military forces alone [BROADCASTING, Jan. 31].

Radio Takes Lead

"'For exceptionally meritorious and distinguished service in a position of great responsibility . . .' is the way the citation for one of America's highest decorations conferred on Capt. Charles Hunter, formerly of KPRO, reads," chronicles Mr. DeMare. "In many instances this might be the citation for the record of all broadcasting itself in this—its first war."

Mr. DeMare points out that radio has taken the lead as a communications arm of the military forces, it holds the center of the stage as a propaganda medium and at home the people "depend greatly upon broadcasting for the news of their fighting men and the dissemination of vital home-front information".

The author lists many top-ranking executives and employes now in key posts in the Army, Navy, Marines, Army Air Forces, OWI and other Government agencies. He tells of the manpower drain on radio—how scores of managers saw their engineers go to the armed services, how they pitched in and operated transmitters and studio control boards several hours daily in addition to their executive duties.

Mr. DeMare writes of the intensive training program radio has begun—training women and the inexperienced available men for important technical jobs. The ingenuity of stations in keeping on the air despite acute manpower shortages is brought out by the author, who discovered that WRAK Williamsport, Pa., is using policemen as parttime operators, that other stations near Army and Navy posts are gratefully accepting the parttime services of technicians in the armed forces. He tells how other stations are using war plant employes on a partial basis.

Only One Staff Intact

In cases where help cannot be found, Mr. DeMare concludes the only solution lies in four categories: Longer hours and harder work, doubling up, joining the major networks (in the case of smaller stations) and mechanical reorganization to enable one man to do two, three or four men's jobs.

Only one station, WSFA Montgomery, Ala., was found to have kept its key staff intact, according to the DeMare article, which brings out that fortunately many returning war veterans, discharged for physical reasons, are finding their way back to broadcasting.

Despite the handicaps, however, radio has done an outstanding job of public service, Mr. DeMare concludes. He lists several instances—other than the war—in which radio played important parts in the saving of lives and property. He also cites the profession's cooperation with the Treasury, OWI and other Government agencies in promoting campaigns.

Reprints of Mr. DeMare's article, which deals with all phases of radio's public service in wartime, will be furnished on request to Will Whitmore, editor of the Western Electric *Oscillator*, 195 Broadway, New York.

RADIO BARRAGE

Used by Japs to Scare Marines at Hebrides

INTENSIVE radio propaganda was used by the Japanese in an effort to scare the American Marines as they invaded the New Hebrides Islands, according to Maj. Robert D. Heinl, Jr., USMC, son of the Washington radio news writer. Writing in the August issue of *National Geographic*, Maj. Heinl, who was at Pearl Harbor when the Japs bombed the base and later was ordered to the New Hebrides near the Solomons which was one of the first advance bases taken by the U. S., relates:

"The Marines' welcome to the New Hebrides came neither from colonial civilians nor cannibals, but from Japan—via radio. Incessant enemy propaganda broadcasts signalized our arrival by announcing that invincible Nippon would give the Americans 72 hours in which to clear out of the New Hebrides.

"Later we were informed that our installations had been 'heavily bombed', an occurrence which had not yet come to our attention. Nevertheless, as our shore parties disembarked from their landing boats, many a Marine expected to be under enemy attack in a matter of hours."

HALLICRAFTERS Co., Chicago, management and employes, presented $5,000 to the Army's new Vaughan General Hospital at Hines, Ill. The gift represented wages earned by employes who worked an extra two hours on European D-Day. Company also has established servicemen's department, which urges present employes to write former fellow workers in armed services.

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Opening New Vistas in Broadcasting

Television a Challenge To Creative Skills Of Specialists

By **FREDERIC R. GAMBLE**

President, American Assn. of Advertising Agencies

FM AND TELEVISION seem to be running neck and neck in the race of postwar development in radio. Of course, television is more glamorous and will require a far greater development of creative skills, but it also seems somewhat farther from commercial application.

Receivers First

FM offers more than simply an improved method of broadcasting, if the reports about it are true.

Equal and increased night and day coverage by low-power stations will greatly increase the possibilities and effectiveness of spot broadcasting. The chief changes to expect, it seems to me, are in the buying department where agencies will be quick to take advantage of this new way of reaching audiences through radio.

Television, on the other hand, opens up much wider vistas; the combination of sight and sound in broadcasting will revolutionize studio techniques, of course. There will have to be scenery in many cases, memorizing of parts, costuming and make-up, and other changes the experimenters are now discovering. I have no doubt the technical problems of broadcasting television will be solved in due course, but what about the audience? Can television hold audiences for comparable lengths of time requiring, as it will, much more concentration? This seems doubtful. Successful television with large audiences may be limited to certain times of day.

But before there is any great development of commercial television, the public must be supplied with receivers in the millions. This will take time, not only to solve the problems of the kind of screen and broadcast band, but also to make and sell the sets. It seems probable that agencies will produce commercial television shows just as they have come to produce most of the radio shows, unless television commercials are restricted to hitchhikers.

Long ago, the older advertising media found that they could not very successfully create advertising for two or more competing advertisers. The advertising agency was originally set up to meet this need of an independent organization to convert the publisher's white space into advertising influence. Radio soon found that this principle likewise applied to the conversion of blank time and that it is best done by an independent creative, specialist organization, compensated by a percentage of the medium's rate, and devoting this compensation to the service and development of successful advertising.

No better method has ever been suggested, or seems likely to be. Advertising has succeeded as this method has been conscientiously followed. Most of its difficulties have arisen from attempts to "beat the game" in one way or another. Successful radio advertising postwar seems most likely if these principles, underlying successful operation, are realized and adhered to.

MR. GAMBLE

Postwar Sets to Reflect War Changes, Says Hardy

POSTWAR radio business will be exceptionally good, according to Larry F. Hardy, vice-president of Philco Corp. in charge of the home radio division, who feels that known radio brands will lead in sales after the war. As to the kinds of radios dealers would need to meet this huge postwar demand, Mr. Hardy predicted that consoles, phonographs, table models, compacts, portables and farm sets for rural areas would all be in demand.

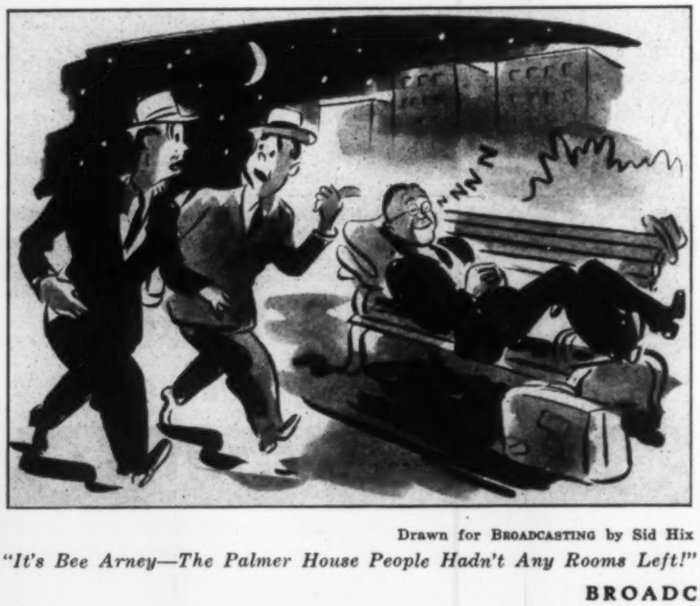
Despite numerous and diverse improvements in console radios and phonograph combinations, Mr. Hardy said, it is probable that table models and compacts will be first to show the immediate effects of war developments. New and different kinds of components will give these smaller sets greater sensitivity, greater output and better performance and will reflect the tremendous strides made in the past three years in the plastics field, Mr. Hardy said.

ATS Series Planned

AMERICAN TELEVISION Society's program laboratory will present a series of non-commercial shows on television stations in the New York area shortly, it was announced last week. First programs will be presented on WRGB, General Electric station in Schenectady. Assisting Charles H. Kleinman, executive director of the laboratory, are Ted Huston, director of production; John Flory, director of scripts; Jean Rosenthal, director of station and agency relations. ATS will produce the shows for selected charitable, civic and social service activities.

Ton of Radio

ARMY'S B-29 Superfortresses carry approximately a ton of radio equipment, or almost double the weight on other heavy bombers in actual operation, according to a War Dept. announcement. Communications instruments in the B-29's vary from ½ to 550 lbs. and provide for conversations between aircraft in flight, between the bombers and their far-distant bases, and between crew members within the plane. There are also radio navigational instruments and devices to guide rescuers in case of emergency. The equipment is of a type that had been in use for some time, but at present the makers, Signal Corps Aircraft Radio Lab. at Wright Field, are working on "development of even superior replacement devices".



Drawn for BROADCASTING by Sid Hix

"It's Bee Arney—The Palmer House People Hadn't Any Rooms Left!"

Meetings on Coast Are Staged by GE

Television, AM and FM Plans Are Discussed at Meetings

TO KEEP West Coast broadcasting, theatre and merchandising executives abreast of its post-war plans on AM, FM and television, General Electric Co. technical and merchandising experts staged series of three one-day meetings in Seattle, San Francisco and Los Angeles, Aug. 11, 15 and 17, respectively. Plans and designs for post-war master television stations and possible networks, as well as details and prices on post war receiving sets were discussed.

Predicting a large increase in West Coast FM broadcasting—a trend already well under way in the East and Middle West—W. R. David, GE transmitter sales manager, said standard AM broadcasting would undoubtedly show a steady decline after the war. Pointing out that there are 53 FM stations in the country, he stated this number will increase while the present 900 or more standard stations will show a corresponding decrease. Film, "The Story of FM" outlined development of that aspect of broadcasting.

Network Projects

During afternoon session, devoted to television, J. D. McLean, GE sales manager of television transmitters, discussed simple mechanics of television and outlined operation of proposed television networks, using as example the one in use now between New York and Schenectady. He explained use of master, supplementary and satellite television stations. "The perfection of television in color, as well as efficient television broadcasts for projection on a large screen similar to a movie theatre screen, is yet to come," he said. Second film, "Sightseeing at Home," covered broadcasting and receiving of television programs. Also, use of a magnetic wire, now used almost exclusively for military purposes, was demonstrated.

In outlining postwar plans for production of home television receiving sets, W. M. Boland, GE western manager of electronics department, stated an efficient small receiver would retail at about $200, with projection models utilizing an 18x24-inch screen priced between $300 and $350. He had previously addressed the morning meeting on "Radio Receivers and Radio Advertising." Question and answer period followed both sessions.

RCA LABS., Princeton, N. J., has developed an electronic time-interval counter for American Army and Navy guns of all sizes. The device makes possible amazingly accurate muzzle velocity measurements, as precise as 1/100,000th of a second. The instrument has been in use for more than a year at arsenals throughout the country.

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As "center of fashion and education",
And second largest town in all the state?
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Along the walks;
Or the old log house on Main Street,
Protected now from ravages of time by clapboard,
Where once the mails for all the Northwest Territory
Were cleared and passed along.
It makes you think, somehow, of Indians,
And of Simon Kenton's hardy little band
Foregathering here to thwart their treacherous raids.
Yet everywhere are monuments to days of grandeur,
Like Marshall Key Place, where slaves were sold,
And Cedar Hill, its wide Colonial veranda
Peering down through wise old evergreens
Upon the town.

Yes, Washington's importance long has fled;
But something of it still remains alive
For the eager youth and their memory-mellowed elders
Who live their lives here . . . and for us.

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